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DEVELOPMENT PROPOSAL FOR A NEW JERSEY LANDMARK:
SPRING LAKE'S ESSEX AND SUSSEX HOTEL

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A THESIS
in
Historic Preservation

Presented to the faculties of the University of Pennsylvania
in Partial Fulfillment of the Requirements for the Degree of

MASTER OF SCIENCE
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Introduction

Objectives and Guidelines of the Project

The objective of this project is to produce a study which evaluates the historical and present real value of the Essex and Sussex Hotel, and to recommend the most feasible future use for the building.

The choice of a resort hotel as the building type for this thesis is significant for a number of reasons. First, hotels of this kind have been rendered obsolete in today's society due to changes in American attitude, taste and vacationing habits. As a result, many of our grand hotels have been struck by financial disaster and those that have survived are finding it increasingly difficult to operate as they have in the past.

As a student interested in a career in real estate development and adaptive use of older buildings, structures of this kind are of special interest to me, and provide an opportunity to explore and analyze the problems involved in adaptive use projects. Looking at hotels and their surrounding resort communities is particularly interesting in that one can clearly see the impact of the American attraction to novelty and fashion, new means of transportation and technological innovations, and the connection between architectural development and cultural aspirations.

I have selected the Essex and Sussex Hotel in Spring Lake for several reasons. First, the hotel is in a transitional stage, with the owner considering selling the hotel, leaving the future use of the building uncertain. Secondly, the owner fought for approximately four years to obtain the proper variances to convert the hotel into condominiums but was unsuccessful. As a consequence the hotel is in danger of being demolished to make way for single family homes. And finally, the structure has remained in use until very recently and is in good repair.

This paper will be divided into three sections: Historical Analysis, Site Analysis, and Recommendations for Future Use.

Historical Analysis

Spring Lake and the Essex and Sussex Hotel

Origins of Spring Lake

The borough of Spring Lake is actually comprised of four small seacoast developments which merged in 1903 to form the present day Spring Lake: Villa Park, Spring Lake Beach, Brighton-North Brighton, and Como. Prior to the unification, each of these was a thriving resort community. Much the same pattern was followed in the development of each community, all originating as farming and fishing communities. (Plate 1) Almost overnight each was transformed, by an individual or a small group of investors, into a thriving resort community. Each community was designed around a large hotel: Spring Lake Beach, The Monmouth; Brightons, Wilburton-by-the-Sea (1882); Villa Park, Villa Park House; and Como, the hotel that was designed never materialized.¹ The railroad played a key role in the development of these resorts by providing rapid and convenient transportation from New York and Philadelphia. By 1883 the New York and Long Branch Railroad had stations in each town.

Brighton was the first of the Spring Lake communities to be developed. Joseph Tuttle of Newark and William Reid of Wall Township (Monmouth County), who initiated the conversion from farmland to fashionable resort, envisioned a summer retreat for residents of northern New Jersey. To that end, they purchased the Howland and Walling-Bennett farms, and renamed them Brighton and North Brighton, respectively. (Plate 2) These two resorts, along with the Smith-Ludlow Farm, were

¹Charles D. Wrege. Spring Lake, An Early History. (Spring Lake, NJ: Bicentennial History Committee, 1976) p. 3 (From here on, noted as "Wrege")

combined in 1884, creating North Spring Lake.² Eventually, as a result of economic difficulties, North Spring Lake became part of Spring Lake.

The origins of Villa Park can be traced to two stagecoach owners who, in the 1870's, found their business to be no competition for railroad travel. As a result, William Reid and John Rogers converted their adjacent farms into two seaside resorts, Rogers' Villa Park and Reid's Villa Park. (Plate 3) The Ocean Grove Record, in 1875, reported that Reid was selling some of his choice cottages to prominent New Yorkers.³ By 1888 Rogers and Reid had combined their landholdings, creating Villa Park. The portion of Villa Park east of the railroad became part of Spring Lake Borough when it was formed in 1892.

Como, originally called Keith, came into existence under the initiative of Henry H. Yard and William Force, of Ocean Beach, New Jersey.⁴ They purchased 240 acres of farmland to be developed much like the other towns with a large hotel as the center of attention, but, unlike the others, the hotel never materialized and the housing development was never constructed. Instead, the land was divided and sold in 100'x150' lots, purchasers being required to construct a building costing no less than \$3,000.00.⁵ Como remained an independent town until 1899 when it was annexed to North Spring Lake.

²Ibid. p.7

³Ibid. p.20

⁴Ibid. p.20

⁵Ocean Grove Record. September 11, 1875.

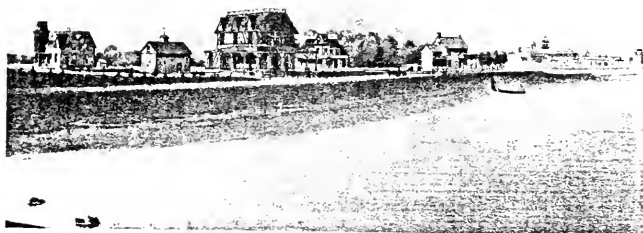


Plate 3: View at Reids Villa Park, 1877
(1877 Woolman and Rose Atlas)

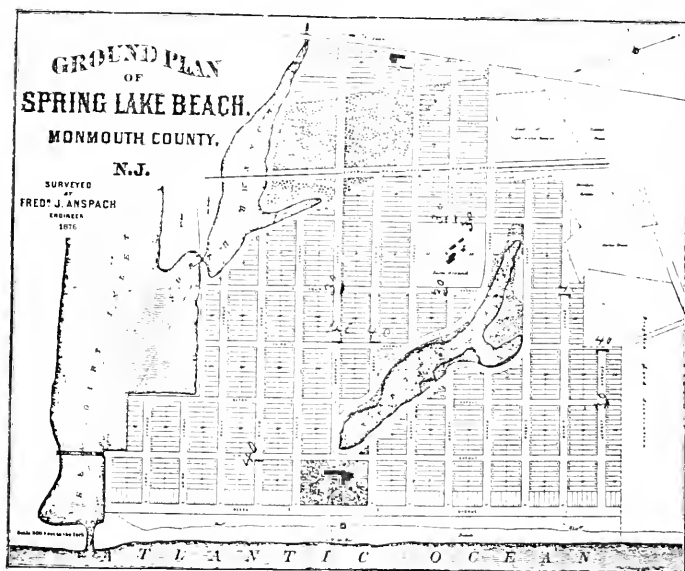
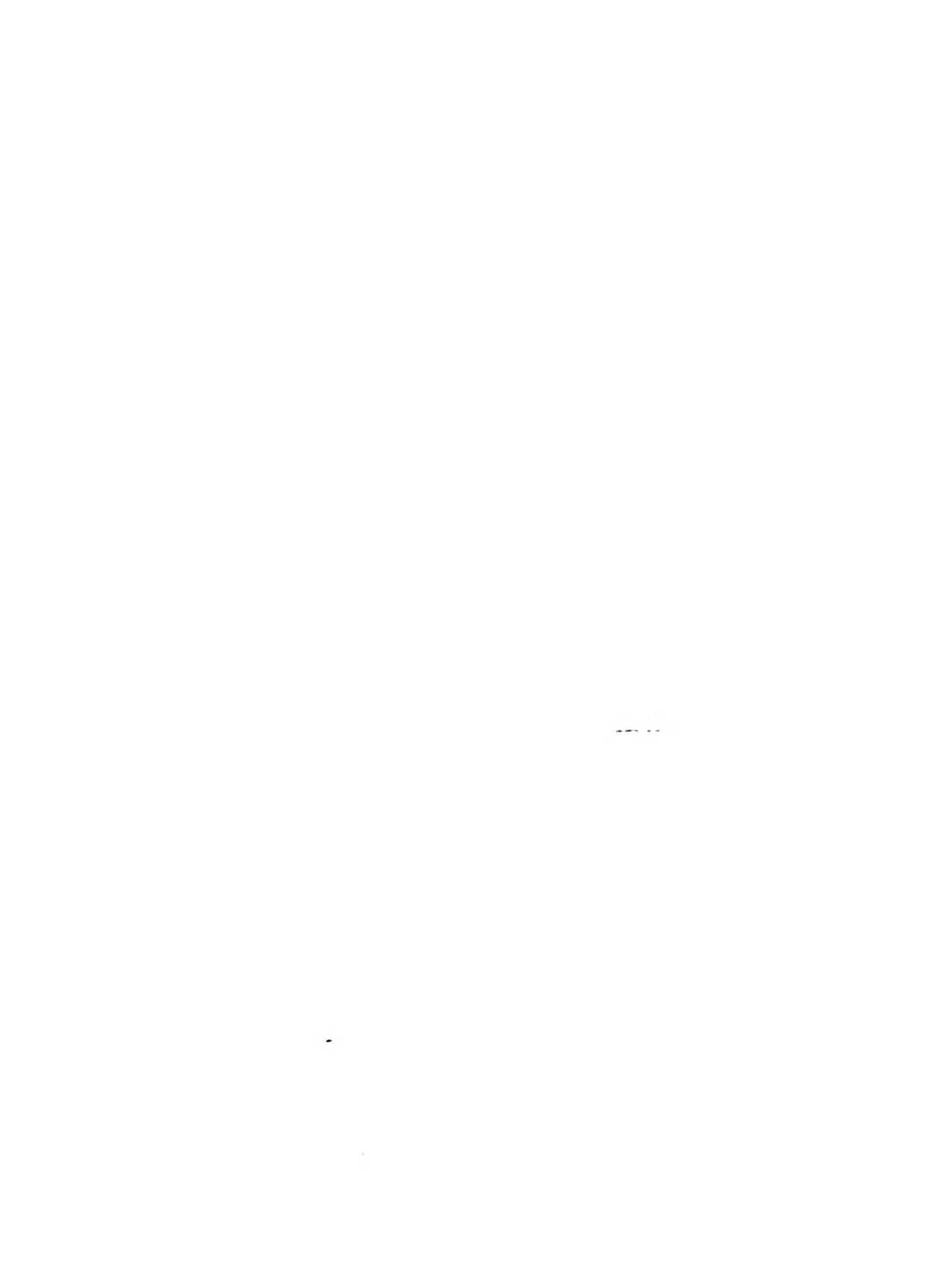


Plate 4: Ground Plan of Spring Lake Beach
by Frederick J. Anspach
(Spring Lake, An Early History)



Spring Lake Beach remained a farming and fishing community until 1875. A Presbyterian minister from Philadelphia, Dr. Alfonso Willits, following a visit to Spring Lake Beach's Osborn Farm in 1874 was taken by the idea of creating an exclusive resort for Philadelphians.⁶ At the same time the New York and Long Branch Railroad was extending its line from Sea Girt to Long Branch and Asbury Park, approximately four miles north of Spring Lake. Seeing the merit of a fashionable resort, men associated with the railroad and the Sea Girt Land Association (the group responsible for developing Sea Girt, just south of Spring Lake) formed the Spring Lake Beach Improvement Company on March 25, 1875.⁷ A plan of sale, drawn up by Philadelphia engineer Frederick Anspach in 1875, shows a gridded street plan with each block divided into smaller lots varying from fourteen to twenty-six.⁸ (Plate 4)

The focal point of Anspach's plan was the Monmouth House (Plate 5), a large hotel located at the southern tip of the lake facing the ocean. The hotel was completed in time for the 1876 summer season.⁹ By 1877 the town was well on its way to becoming a resort of distinction. In addition to the Monmouth House two other fine hotels had been erected, the Carlton House (Plate 6) and the Lake House (Plate 7), as well as twenty-five cottages.¹⁰ By 1883 an additional twelve hotels and numerous houses had been erected in the town.¹¹

⁶Wrege. p.14

⁷Articles of Incorporation Spring Lake Beach Improvement Company are located at the Secretary of State Archives in Trenton, NJ.

⁸Plan of Sale of Spring Lake Beach, Hall of Records Annex, Freehold, NJ.

⁹Asbury Park Press. "Realtor Plans Condominium to Replace Monmouth Hotel" December 26, 1971.

¹⁰Wrege. p. 17

¹¹New Jersey Coast Pilot (Camden). February 17, 1883. p. 1



Plate 5: Monmouth House, c. 1878
(1878 Woolman and Rose Atlas)

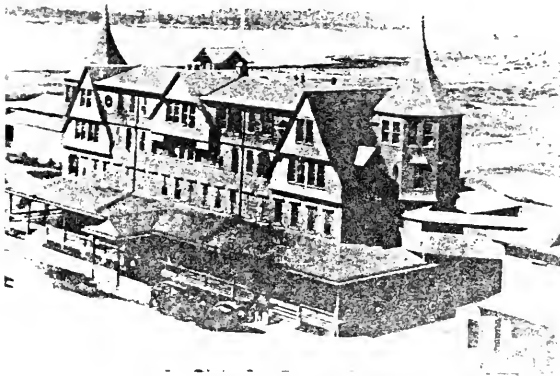


Plate 6: Carlton House, c. 1890
(Spring Lake, An Early History)

In subsequent years it became evident that Spring Lake Beach needed a number of services including police, fire, street and sewer in order to function in an orderly manner. To that end, Spring Lake was incorporated as a borough on March 14, 1892 with Edward V. Patterson acting as the town's first mayor.¹²

In 1903 all of Spring Lake Beach, Como, both Brightons, and part of Villa Park merged to form the present day Spring Lake. The enlarged borough of Spring Lake continued to flourish, becoming one of the most fashionable vacation spots on the east coast. Philadelphians played an important role in the shaping of Spring Lake, being the largest landholders there into the twentieth century.¹³ Some of Philadelphia's finest architects, including Wilson Eyre,¹⁴ Horace Trumbauer,¹⁵ and Watson & Huckle¹⁶ were commissioned to design the town's grand houses and hotels, many of which have survived to the present. Spring Lake flourished as a resort well into the twentieth century, but with changing tastes and vacationing habits it very quickly fell out of fashion and subsequently its physical makeup became obsolete. More recently Spring Lake has been transformed from a very public vacationing area to a town dominated by private, single family residences, many of which are now for year-round living. The property owners of Spring Lake are no longer Philadelphians but are predominately from northern New Jersey and New York.¹⁷

¹²Wrege. p. 29

¹³Asbury Park Press. September 20, 1900. p. 1

¹⁴Clio Group Inc. Philadelphia, PA. Architects File.

¹⁵The Spring Lake Casino and Martin Maloney Estate, "Ballingarry".

Real Estate Record and Builders Guide. vol.134 no. 7 October 23, 1898.

¹⁶Monmouth Hotel (1916). Architectural Record. January, 1916.
Club House for the Spring Lake Golf Club. Clio Group Inc. Files

¹⁷Spring Lake Borough Tax Assessment Records. Hall of Records Annex, Freehold, NJ.

Origins of the Essex and Sussex Hotel

In 1880 Mrs. Anna W. Baird of Philadelphia, widow of Matthew Baird of the Baldwin Locomotive Company,¹⁸ purchased from the Spring Lake Beach Improvement Company, the entire block bounded by Ocean, Sussex, First, and Essex Avenues.¹⁹ Her landholdings were enlarged in 1882 when she took out a 99 year lease on the tract of land directly east of her original block extending her property to the ocean.²⁰ The new parcel ran 300 feet along Ocean Avenue and 125 feet, more or less, to the beach. The land was leased for one dollar each year with the stipulation that improvements be made on the lot equaling no less than 1500 dollars. Improvements were to include the following:

"a board walk 12 feet wide across the said lot on such line and at such grade and of such materials as the Leasors may direct also to construct a line of sheathing at the said (wardins) or wharf line, also to grade said lot at her own expense and keep the said boardwalk sheathing and lot in good repair and condition during the said term".²¹

Mrs. Baird was also permitted to erect a pavilion provided the plan, design and location were first approved by the leasor. This pavilion was to be open to the public and was subject to any municipal regulations which might be established. She was also permitted to build bath houses, under the same conditions of approval; these were to be used by the residents of her block only.²² Mrs. Baird was the first to

¹⁸ Asbury Park Press. "Flames Almost Wipe Out Beautiful Spring Lake" September 20, 1900. p. 1

¹⁹ Monmouth County Deed Book 332, p. 295

²⁰ Monmouth County Deed Book 335, p. 293

²¹ Ibid. p. 294

²² Ibid. p. 294

commission the erection of a structure on the Essex and Sussex site. In 1881 she commissioned Philadelphia architect Benjamin Linfoot to design a cluster of summer cottages on her property.

Linfoot, an English trained architect began his career in Derby; moving to New York City and later to Philadelphia.²³ His 1869 illustration of the Pittsburgh City Hall, appearing in the Architectural Review and American Buildings Journal²⁴, marks Linfoot's appearance on the American architectural scene as a lithographer. Little is known about Linfoot's life and career but evidence indicates that he spent as much of his career drawing for other architects as he did designing buildings of his own. The Philadelphia city directories first carry a listing for Linfoot in 1870 at which time his architectural office was located at 328 Walnut Street. In 1871 the listing reads "Linfoot & Fleu Lithogs."²⁵ indicating his profession as a lithographer. Throughout the remainder of his career, he is alternately listed as architect and lithographer, up until 1900. At the time Linfoot designed Hastings Square he was working out of his architectural office at 719 Walnut Street in Philadelphia.²⁶

The majority of Linfoot's architectural commissions were suburban residences and vacation homes. In addition to Hastings Square he designed a number of other buildings for the Baird family including Mrs.

²³The Athenaeum, Philadelphia, PA. Biographical File on Benjamin Linfoot.

²⁴Architectural Review and American Buildings Journal. (Philadelphia: Claxton, Remsen, & Haffelfinger, 1869) vol. I, p. 554

²⁵Philadelphia City Directory, 1871.

²⁶The Athenaeum, Philadelphia, PA. File of drawings by Benjamin Linfoot.

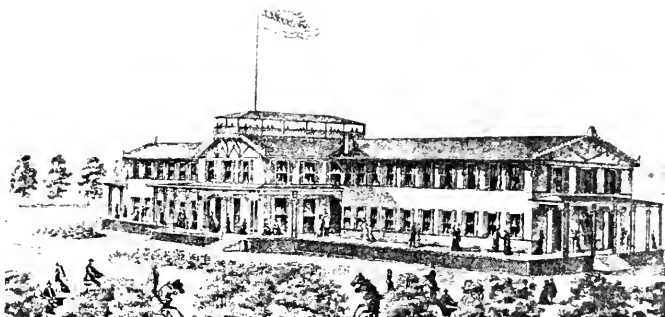


Plate 7: Lake House, c. 1878
(1878 Woolman and Rose Atlas)

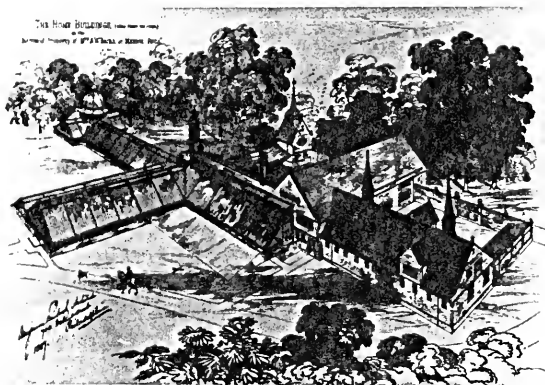


Plate 8: Residence of Mrs. A.W. Baird, Merion, PA, 1887
(American Architect and Building News, November 30, 1889)

A.W. Baird's own home in Merion, Pennsylvania (1887) (Plate 8); Matthew Baird's residence, "Barwood", in Haverford, Pennsylvania (1885); and the residence of Edgar Baird in Merion Station, Pennsylvania.²⁷

Linfoot's Hastings Square was one of several projects he was involved with in Spring Lake; others included the Presbyterian Church (Plate 9) (a portion of the land for the church was a gift from Anna Baird),²⁸ and additions to the Carlton Hotel.

The scheme Linfoot devised for Mrs. Baird's block consisted of eight semi-detached cottages and two larger houses, the Essex and the Sussex. (Plate 10) Each building was of a different plan but with similar stylistic characteristics. In accordance with Linfoot's plan the facades of the three cottages lining Ocean Avenue were unified by a continuous one story porch.²⁹ It is evident that at least one of the cottages was constructed for someone other than Mrs. Baird as indicated by Linfoot's drawings, one of which is labelled "Mrs. Urie's". (Plate 11) It is also unclear whether Mrs. Urie was actually a Urie. It is unclear whether Susan Urie was actually a partner of Mrs. Baird's, or perhaps the individual lots had been leased to Urie. (She eventually purchased all of Hastings Square from Anna Baird.)

It is possible that Linfoot intended the Essex and the Sussex as hotels although his plans give no indication of this. The first mention of any

²⁷Ibid. Biographical File on Benjamin Linfoot.

²⁸Wrege. p. 37

²⁹The Athenaeum, Philadelphia, PA. File of drawings by B. Linfoot.



Plate 9: Presbyterian Church, Spring Lake, NJ, c. 1890
(The Athenaeum, Philadelphia, Benjamin Linfoot File)

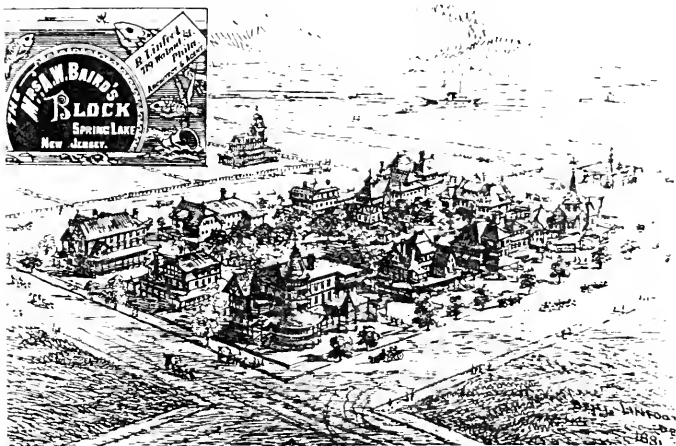


Plate 10: Hastings Square, Spring Lake, NJ, 1881
(The Athenaeum, Philadelphia, Benjamin Linfoot File)

such use was in 1883 when the New Jersey Coast Pilot listed the Essex and Sussex Houses as having 150 rooms each which rented from \$18 a season.³⁰

The structures embodied many characteristics of the Queen Anne style which had been popularized in England by Richard Norman Shaw (1831-1912) and quickly became fashionable in America in the later decades of the nineteenth century. The following excerpt from an 1881 article entitled "Architecture of Seaside Cottages" emphasizes how appropriate Linfoot's choice of the Queen Anne style was:

"No one, in designing a seaside cottages in these days, would think of adopting the old "four square" arrangement of rooms that was thought to be the perfection of housebuilding by our grandfathers. Nothing that is not odd or quaint, or at least irregular is now tolerated, and he who brings together the most conceits, the greatest number of angles, overhanging stories, pretty oriels, bays and picturesque dormers, commands the most respect. To be out of the fashion of the day is to be out of the world, in architecture as in other things, and to build a cottage in the classic style when everybody is yielding to the Queen Anne craze is a step that but few persons are willing to take. In the cottage architecture to be seen at Newport and other well-known resorts, there is the greatest freedom, for it embraces almost every variety ..."³¹

Even before the Queen Anne style had become fashionable Linfoot showed signs of an attraction toward picturesque detailing as evidenced in many of his early sketches. (Plate 12) Perhaps the most striking feature is the contrast of materials utilized in these designs; brick served as the foundation to upper stories of clapboard, stucco, decorative shingles and half timbering.

³⁰New Jersey Coast Pilot. February 17, 1883. p. 1

³¹Carpentry and Building. vol. III, p. 173

"SURF COTTAGES"

(MRS. URIE'S)

HASTINGS SQUARE, SPRING LAKE, N.J.

*Benjamin Linfoot, Architect.
719 Walnut Street, Phila.^a*

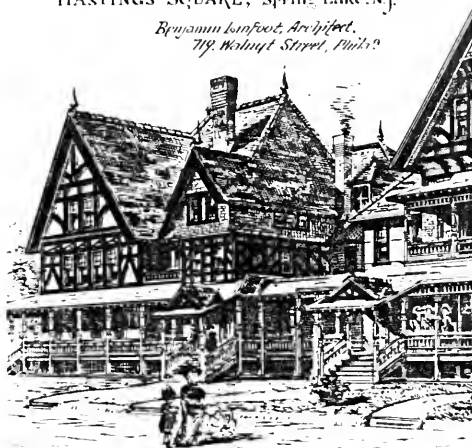


Plate 11: Mrs. Urie's Surf Cottage, 1881
(The Athenæum, Philadelphia, Benjamin Linfoot File)

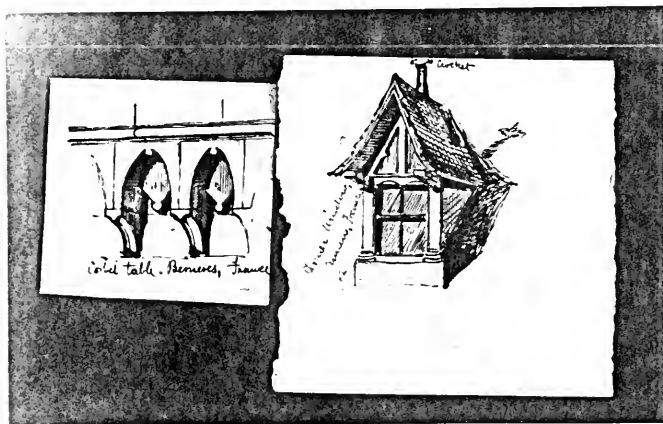


Plate 12: Miscellaneous Sketches of Benjamin Linfoot, 1862
(The Athenæum, Philadelphia, Benjamin Linfoot File)

The second owner of the property, Mrs. Susan Urie (owner from 1891 to 1914), recognizing the need for additional hotel space, commissioned drawings from Philadelphia architects Price and McLanahan in 1911.³² But, for one reason or another nothing came of the plans and the cottages remained as they were until Urie sold the property.

The land and cottages were purchased in 1914 by the Hastings Square Hotel Company who immediately made plans for a large addition to the hotel. The new Essex and Sussex Hotel (1914) was designed by the Philadelphia architectural firm of Guy King & Company³³ whose office was located at 1513 Walnut Street in Philadelphia.

King was the son of Rear Admiral James W. King, chief engineer for the U.S. Navy. His childhood years were spent in both Philadelphia and Boston where he was educated at the Episcopal Academy and Boston Latin High School.³⁴ King did not graduate from high school but instead moved to Paris where he attended the Atelier Girard, studying under Carolus Duran and Joseph Pennell.³⁵ After three years of study in Paris he returned to Philadelphia where he began working as a draftsman in the office of the Wilson Brothers.³⁶ In subsequent years he worked with T.P. Lonsdale, T. Roney Williamson, and Walter Cope. In addition, King obtained a full carpenter's apprenticeship with Stacey Reeves & Company.³⁷ He also continued his education in Philadelphia attending the

³²Letter dated December 14, 1911 from McLanahan to Elmer E. Matthews. (George E. Thomas Collection)

³³Real Estate Record and Builder's Guide. October 8, 1913.

³⁴The Atheneum, Philadelphia, PA. Biographical File on Guy King.

³⁵Art Annual. vol. 21, p. 422

³⁶Henry Withey. Biographical Dictionary of American Architects. (Los Angeles: New Age Publishing Co. 1956) p.346

³⁷The Atheneum, Philadelphia, PA. Biographical File on Guy King.



Spring Garden Institute for several years.

King's architectural career began in 1885 when he opened an office with Arnold Moses creating the firm of Moses and King. In 1890 the firm was expanded to include engineer George F. Ferris, under the name Moses, King & Ferris. King established an office independently by 1896, but by 1914 this had become Guy King & Company, probably indicating the presence of E.A. Wightman who was more formally recognized in 1916 when the office became King & Wightman. By 1921 King was again working independently and continued to do so throughout the remainder of his career.³⁸

In addition to the Essex and Sussex Hotel King designed several other large hotels including one in Cape Breton, Nova Scotia (1896), one in Sing Sing, New York (1901), the Briar Cliff Hotel in Briar Cliff Manor, New York (1901), and the Calsbrook Hotel in Ventnor, New Jersey.³⁹
(Appendix I)

In order to make way for the new hotel which was to occupy the entire east side of the block along Ocean Avenue the Sussex and the renamed Essex were moved around the corner to the west, and today occupy the lot in the center of Essex Avenue.

The Essex and Sussex Hotel was constructed at a cost in excess of 500,000 dollars.⁴⁰ An excellent description of the building, worthy of

³⁸Ibid.

³⁹Clio Group Inc., Philadelphia, PA. Architects File.

⁴⁰Asbury Park Press. June 11, 1914. p. 1

quoting in full appeared in the Asbury Park Press just before the hotel was opened:

"While little remains to be done to the upper stories of the building the lower floor, which will contain the music room, palm room, dining room, offices, telephone room and the splendid lobby is from a casual survey, far from finished.

The magnificent hotel, which has been constructed at a cost of more than \$500,000, occupies the site of the former Essex and Sussex hotel (sic), which for many years was one of the most exclusive houses on the coast. It is built of hollow tile upon the most approved fire-proof plans and is faced with a pretty light brown pressed brick. The trimming on the exterior is all of white and the roof is covered with green tiling.

The main entrance to the hotel will be on the Ocean Avenue side. The porch at the point of entrance is 25 feet wide. Massive pillars of colonial design support the roof of the porches and lend an air of homelike stability to the massive structure. The automobile entrance will face on Sussex Avenue, the north end of the hotel. The entrance opens upon a hallway leading directly to the hotel offices. There is also an entrance on the south end of the hotel, on Essex Avenue.

Entering the hotel lobby from the main entrance one has a view of the entire length of the hotel, which upon the ground floor, will be devoted to a big, homelike living room. The interior, unbroken by any wall is 210 feet in length. On the north end, separated from the lobby merely by a series of artistic pillars will be the dancing rooms and music rooms. On the south end will be the palm room with its handsome decorations and furnishings. The lobby stretches between with comfort the keynote of its furnishings.

Leading from the palm room a flight of steps leads to the magnificent dining rooms, which were designed after the Ritz-Carleton (sic) style. This room, measuring almost 100 feet square, is unbroken by supporting columns and is beautifully panelled in plaster castings.

The palm room, which will be finished with a very pale green tint in the decorations, will be one of the most beautifully furnished rooms in the country. A pretty fountain in the south end of the room will add a touch of realism to the banks of palms and ferns in the room.

The kitchens are all hidden from view of the other parts of the first story and are designed and furnished along the latest

approved sanitary plans. Electricity will play an important part in the cooking as a series of ranges of modern design have been installed.

The hotel offices including Manager David Plummer's private office, are located in the rear of the first floor and are spacious with the latest improved office furnishings and equipment."⁴¹

More than 200 bedrooms were located on the upper floors providing accommodations for more than 350 people. (This included rooms in the 1929 addition which was designed at the same time as the large ocean front addition but executed later.)⁴² Machinery was installed to provide hot or cold sea water for bathing purposes. Also, the most up-to-date fire system was utilized throughout the building with 'fire proof doors' dividing sections of the sleeping floors. The entire building was equipped with a high pressure water system which was supplied by artesian wells. Electricity for the hotel was provided by a private plant located in the basement of the hotel.⁴³

The north wing was not executed until 1929, by which time King had died, and subsequently the work was carried out by New York architect Warren H. Conover. ⁴⁴ To make way for this work cottages numbered 2,3,& 4 were demolished. (Plate 13) The cottage numbered 5 was also removed, possibly some time later, being replaced by a tennis court.

⁴¹Ibid. p. 1,7

⁴²Ibid. p.7

⁴³Ibid. p. 7

⁴⁴Asbury Park Press. August 31, 1929. p. 1

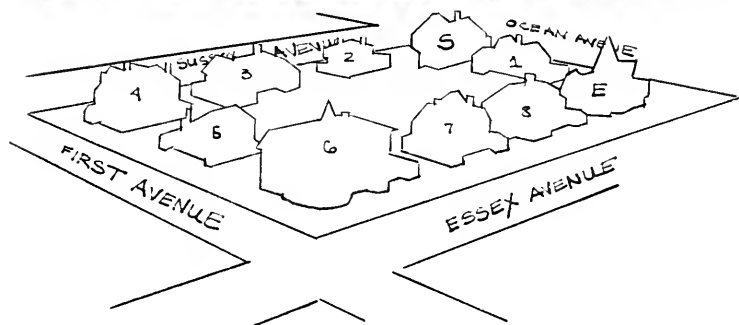
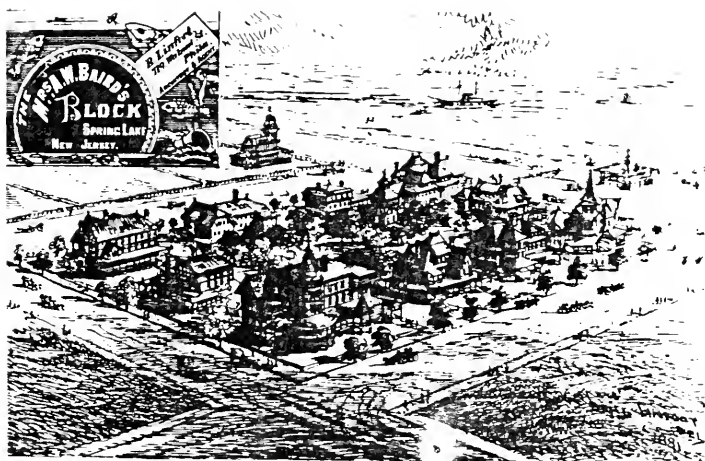


Plate 13: See Plate 10

Owners of the Essex and Sussex Hotel

Mrs. Baird owned the Hasting's Square property until 1891 when she sold the entire parcel to Susan E. Urie.⁴⁵ Urie, a resident of Spring Lake, lived just two blocks from Hastings Square in a large seaside mansion. She operated the hotel for approximately 20 years until 1914 when the property was sold to the Hastings Square Hotel Company.⁴⁶ This company was headed by Mayor Oliver H. Brown and Frederick F. Schock, cashier (later president) of the First National Bank of Spring Lake. Company directors included Alexander Hemphill of New York; Samuel Heilner, owner of "Seawood" (one of Spring Lake's finest estates); Benjamin B. Pearce of Manasquan, solicitor for the company; and David Plummer of California, manager of the hotel.⁴⁷ (Plummer was also hotel manager for Susan Urie.) By 1929 the makeup of the company had changed somewhat and the principals were listed as Frederick F. Schock, president; Samuel Heilner, vice-president; and Henry Craig, treasurer. Other directors included Clifford Hemphill, B.B. Pearce, Charles Lathrop Pack, Dewitt C. Frazier and the Honorable George S. Silzer.⁴⁸

The Schock family is extremely important in the history of the hotel, for not only were they involved in the erection of the 1914 hotel addition but they operated the hotel for approximately 60 years. (Frederick F. Schock, Jr. assumed control of the company in 1949 and Frederick F. Schock III became manager in 1961.) In 1970 the Hasting's Square Hotel Company leased the hotel to Resorts International, Inc.,

⁴⁵ Monmouth County Deed Book 487, p. 553

⁴⁶ Monmouth County Deed Book 970, p. 282

⁴⁷ Asbury Park Press. June 11, 1914. p. 7

⁴⁸ Asbury Park Press. August 31, 1929. p. 1

but both were cancelled after only one summer season.⁴⁹

In 1973, after three generations of operation by the Schock family, the hotel was sold to the Essex and Sussex Hotel Corporation for 875,000 dollars.⁵⁰ This corporation was a local group headed by Frederick Platzer of West Long Branch, and attorney Robert Friedlander of Asbury Park. In 1975 the property was bought back by the Hastings Square Company following a battle in the Superior Court of New Jersey.⁵¹ The following year Hastings Square Company leased the hotel to the present owner, Charles Carroll, Inc.,⁵² whose principal today is Charles D. Carroll.

⁴⁹Asbury Park Press. August 19, 1973

⁵⁰Monmouth County Deed Book 3861, p. 439

⁵¹Superior Court of New Jersey Chancery Division, Monmouth County Docket #F-913-75.

⁵²Monmouth County Deed Book 4010, p. 259

Building Description and Condition

*Building Description

The inclusion of a detailed building description is necessary due to the many additions and modifications the site has undergone over the past century. In addition, it provides a means for compiling a comprehensive list of areas in need of repair or replacement.

The site is presently comprised of three Queen Anne cottages, dating from Anna Baird's Hastings Square development; the large 1914 hotel addition, (the main block of the hotel); and a large north wing constructed in 1929. (Plate 14) Because the individual structures which comprise the hotel are so markedly different it is necessary to analyze the complex in five sections, as follows: each of the three Queen Anne cottages separately, the main block of the hotel (1914), and the long north wing (1929).

The first of the cottages (Plate 15) is a three story structure of an irregular plan, characteristic of Queen Anne design. The southwest corner is dominated by a three story tower, topped by a steeply pitched conical roof. Also characteristic of late nineteenth century design is the exterior wall treatment which utilizes a variety of materials. The first and second floor on all elevations and the entire west elevation are primarily of clapboard; third story walls over most of the building are clad in large shingles laid in a staggered butt pattern, with the exception of the rear elevation which uses a diamond pattern on the third story. The walls are surmounted by a low pitched hip roof with

*for more detailed building descriptions see Appendix II

projecting eaves, interrupted by a large cross gable on the west elevation. Protruding from the roof are three brick chimneys: in the center at the roof crest, on the west elevation, and on the rear elevation. Although many original elements remain, much of the building's character has been lost due to the monochromatic paint scheme which presently covers all three cottages in a pale yellow. The building originally utilized light and dark shingles to achieve its polychromed, picturesque quality. (Plate 16) Other changes include a small second story porch on the south elevation, which has been removed, and a second porch on the west elevation, which has been enclosed.

The cottage, originally designed as a twin, is divided in half by a brick party wall. (Plate 17) A set of double multi-paned doors on the west elevation leads to a central hallway containing the main stair. All stories are laid out in the same configuration as originally designed, the only difference being that today all rooms are used as sleeping quarters for summer hotel staff. The first floor hall is flanked by a semi-circular room to the south, originally the parlor, and a kitchen to the north. Two other rooms are located to the east of the stairhall, originally the dining and sitting rooms. A fireplace dominates the southeast room. All first floor windows along the south elevation are full length and are composed of double hung sash.

The eastern half of the cottage is also a central hall plan, with the main entrance on the east elevation. Three rooms of similar size comprise the first floor. The fireplace mirrors that of the western half of the cottage. Second and third floors contain numerous smaller

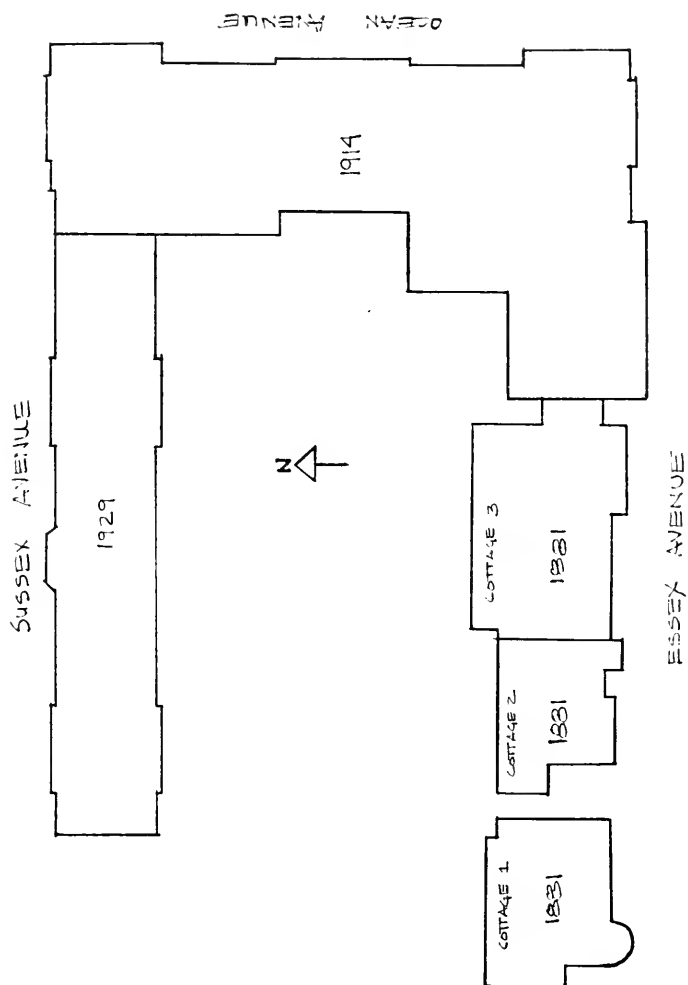


Plate 14: Building Configuration, 1985

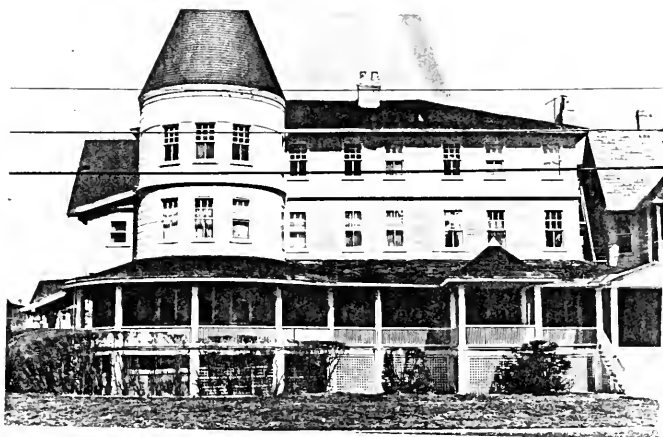


Plate 15: Cottage #1, South Elevation, 1985



Plate 16: Cottage #1, Southwest Corner, c. 1882
(Monmouth County Historical Association)

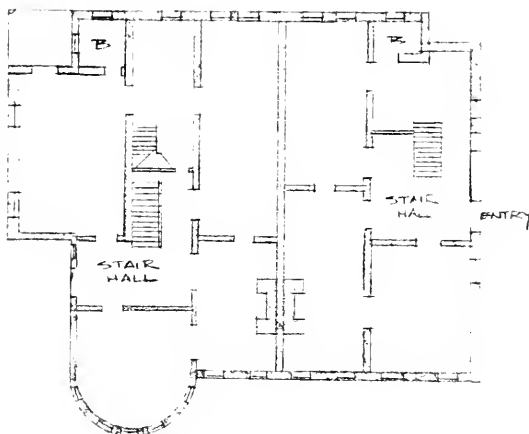


Plate 17: Cottage #1, First Floor Plan, 1985

rooms, all used as bedrooms. Windows on the second story consist of double hung 6/2 sash; those on the third floor are also double hung with panes of 9/2. Interior detailing has remained intact; original doors, trim, and wainscoting have been retained throughout the cottage.

The second cottage, (Plate 18) also three stories utilizes the same materials as the first: clapboard on the first story and staggered butt and diamond shingling on the upper stories. Shingling prevails on the third. The plan is more or less rectangular and accommodates its semi-detached house plan. The facade is dominated by two cross gables which abutt the hipped roof of the main interior space. The face of both gables is clad in shingles laid in a staggered butt pattern. The westernmost gable was originally covered in half timbering as was much of the second story. Other roof details include two shed dormers on the main elevation and a centrally located chimney with a corbelled brick cap. Aside from having been relocated from its original site on Ocean Avenue (between the original Essex and Sussex houses) the structure has experienced only minor alterations, (Plate 19) the most notable being the partial enclosure of the second story porch in the southwest corner, and the addition of a bay window on the second story, filling in a porch which existed between the gables. The present ground level porch and porte-cochere were added c.1900. Much of the building's original picturesque quality is missing, due to the painting of the shingles and the loss of the half timbering.

Access into the cottage is gained through the main entrance on the west wall. Through this door one enters a central hall which runs the length



Plate 18: Cottage #2, South Elevation, 1985



Plate 19: Cottage #2 (second from right), c. 1882
in its original location along Ocean Avenue
(Monmouth County Historical Association)

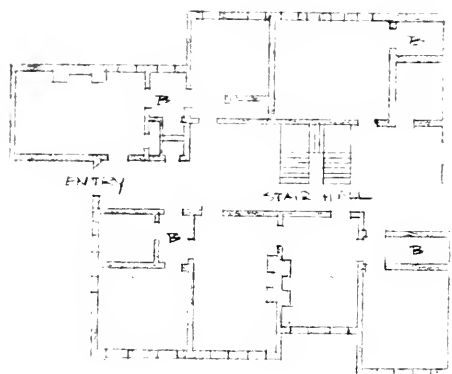


Plate 20: Cottage #2, First Floor Plan, 1985

of the cottage and houses the main stair. (Plate 20) Four bedrooms lie to the south of the hallway, providing living space for summer employees. These four rooms are serviced by two bathrooms. Fireplaces are located in the two center rooms as well as in the northeastern room, across the hall. The northern half of the first floor is comprised of three bedrooms and two bathrooms. Spaces on the second and third floors, arranged in much the same manner, also used to house summer help. Much of the original detailing remains throughout the interior, with moulding, doors and mantels of the Georgian vocabulary. First floor windows consist of large double hung sash running the height of the wall. Second and third story windows are also double hung, containing panes of 6/2.

The last of the Queen Anne cottages (Plate 21) has undergone the greatest amount of alteration. Originally constructed as the Sussex House, it was located on the northeast corner of Ocean and Sussex Avenues and rose a full three stories. In addition to being three stories, the building originally included a number of projecting bays, large hipped dormers, and several porches. (Plate 22) Characteristic Queen Anne detailing adorned all walls. Sometime after 1900 the third story was lost, possibly in the 1900 fire, resulting in major renovation to the north and east elevations. (Plate 23) Both the veranda and the two-tiered pavilion were added c.1900. In 1914 it was moved to its present location to make way for the large hotel addition along Ocean Avenue. Today a two-tiered porch supported by Corinthian columns dominates the facade. The cottage rises two stories and is irregular in plan. Its walls are sheathed almost entirely in clapboard with a

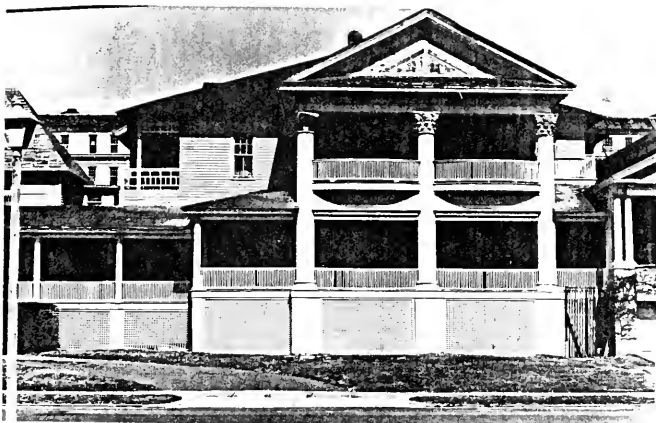


Plate 21: Cottage #3, South Elevation, 1985



Plate 22: Cottage #3, Northeast Corner, C. 1882,
in its original location along Ocean Avenue
(Monmouth County Historical Association)

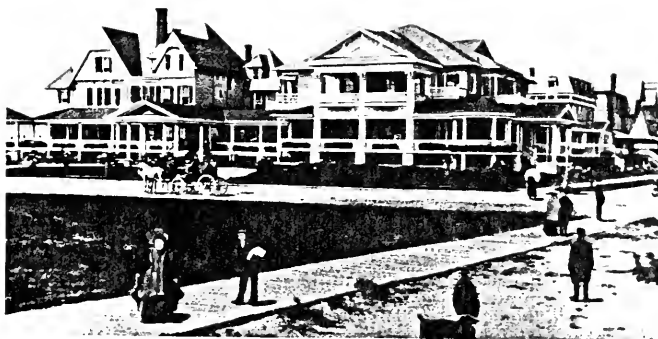


Plate 23: Cottages #2 and #3 in their original
locations along Ocean Avenue
(Monmouth County Historical Association)

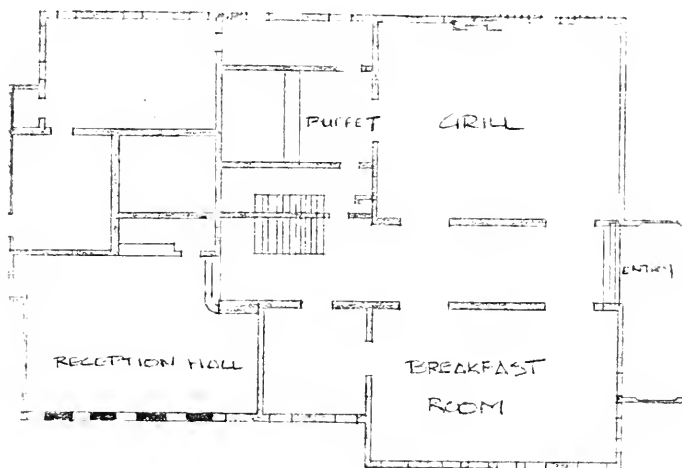


Plate 24: Cottage #3, First Floor Plan, 1985

small amount of staggered butt shingling on the second story. The walls are surmounted by a low pitch hipped roof with eaves projecting over the exposed rafters. A large triangular dormer punctuates the roof on the south face, and a gabled dormer on the west. Once again the polychromed effect of the original structure is absent due to the painting of the contrasting colored shingles.

This cottage is entered one of two ways, either through the second cottage from the west, or from a vestibule off the east elevation, which adjoins two exterior doors as well as the hotel's main dining room. (Plate 24) The first floor of this cottage is devoted primarily to food service of the hotel guests. The Breakfast Room, Grill and Buffet account for most of the floor space. A central hallway, continuing from the second cottage into the main block, separates the Breakfast Room, to the south, from the Grill and Buffet, to the north. The original fireplace is located on the north wall of the Grill. The first floor stair hall opens into a large reception hall to the west. The second floor is comprised of a series of smaller rooms, also providing sleeping quarters for employees. Throughout the building the sash are double hung, those on the first story being full length, and the second floor having 6/2 panes.

The main block of the hotel (1914) is a six story, Georgian Revival structure set on a concrete foundation. (Plate 25) The facade is divided into five parts: a central pavilion between two recessed registers which are flanked by two smaller pavilions. Walls are constructed of hollow tile with those of the central and end pavilions



Plate 25: Main Block, East Elevation, 1985

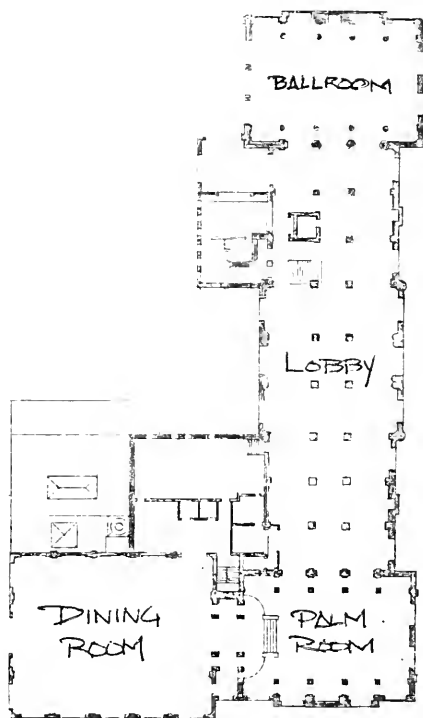


Plate 26: Main Block, First Floor Plan, 1985

being faced in brown brick laid in a common bond, and the others with pale yellow stucco. The central pavilion rises to a dentilated cornice above the fifth floor; the same cornice runs above the fourth floor along the rest of the facade. The central pavilion also rises to a steeply pitched hip roof surmounted by an octagonal wooden cupola topped by a sheet metal dome. Each of the three porticoes is supported by Doric columns and is crowned by a wooden balustrade. The facade is unified by a veranda running its length; surrounding fenestration is symmetrical.

The north and south elevations are identical, consisting of a large central pavilion rising to a cross gable flanked by two gabled dormers. The veranda has been partially enclosed on these elevations.

The first floor plan is divided into four basic spaces: the Lobby, Ballroom, Palm Room, and Dining Room, with the lobby acting as the focal point. (Plate 26) Through the main entrance on Ocean Avenue one enters the lobby which stretches 125 feet in width and is 40 feet in depth. A double row of large doric columns runs the length of the room. The elevator and main stair are located just off center to the left; behind this lie the reception desk and manager's office. The lobby has retained its historic fabric exceptionally well; two white marble fireplaces and five French doors add an air of elegance to the space.

To the north, the lobby opens into the grand ballroom which is dominated by three crystal chandeliers. Graceful Doric columns define the room's rectangular plan. A large fireplace located on the south wall is flanked by four French doors.

The south end of the lobby opens into the Palm Room, a large sitting room adorned with fireplace, columns, and French doors matching those in the ballroom. From the Palm Room a short flight of stairs leads up to the main dining room. The Garden Grill, a recent addition, is situated off the main dining room. Similar detailing is carried out through all these rooms: Lobby, Ballroom, Palm Room, and Dining Room. All walls contain symmetrically placed pilasters which rise to a wide dentilated cornice. The ceilings are adorned with decorative plaster work. Each French door is topped by a six pane transom window. The vocabulary of door and window surrounds is Georgian.

Two sets of stairs and one elevator provide access to the upper stories. The second, third, fourth, and fifth floors of the main block are identical in plan, each containing 29 hotel rooms and 19 bathrooms. Each floor contains two parlor suites which offer two bedrooms and a central mirrored living room. The sixth floor is located within the hipped roof of the central pavilion and consists of four bedrooms and three bathrooms.

The large north wing (1929) stylistically matches the main block. (Plate 27) The wing is entered off a small porch leading from a porte-cochere which is supported by Doric columns and topped by a low balustrade. Its pavilion rises to a cupola identical to that on the facade. A dentilated cornice separates the sixth story which rises to a steep gable. Two cross gables and a cupola rise above the roof line.

Inside, the north wing consists of five floors which are identical in plan. (Plate 27A) All floors have a wide central hallway which is

flanked by a total of 26 hotel rooms, serviced by 22 bathrooms. Access to the upper stories is provided by two stairways. Although this wing was constructed 15 years after the main block it contains stylistically similar details, all of the Georgian vocabulary.



Plate 27: North Wing, North Elevation, 1985



Plate 27A: North Wing, First Floor Plan, 1985

Condition of Building Fabric

Because the hotel has been in operation up to the present the buildings and grounds have been kept in relatively good condition. The following lists point out some areas of the buildings' exterior which require either repair or replacement.

Cottage 1

1. peeling paint and loose boards on front porch (Plate 28)
2. missing shingles on all elevations (Plate 29)
3. paint peeling on all elevations, particularly the south (Plate 30)

Cottage 2

1. peeling paint and loose boards on front porch
2. several balusters missing from balustrade (Plate 32)
3. latticework on porch broken
4. several slate roofing tiles missing (Plate 33)
5. a number of shingles missing on all elevations
6. rear addition overgrown with vines (Plate 34)
7. paint peeling on all elevations

Cottage 3

1. peeling paint and loose boards on front porch
2. numerous balusters missing from 1st & 2nd story (Plate 35)
3. capital missing from porch column
4. peeling paint on all elevations (Plate 36)

Main Block

1. both balustrades on top story missing balusters (Plate 37)
2. peeling paint on woodwork above the roofline
3. substantial areas of mortar missing (Plate 38)
4. overgrown vines on one story south wing (Plate 39)
5. section of cornice missing on south elevation (Plate 40)
6. leaking gutters and downspouts on north elevation (Plate 41)

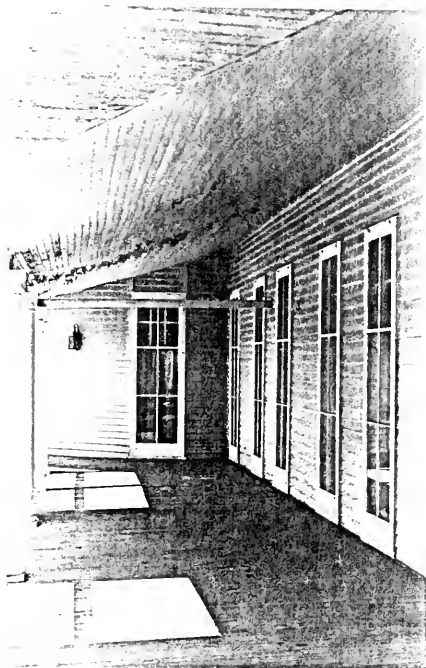


Plate 28: Cottage #1, Front Porch, 1985



Plate 29: Cottage #1, North Elevation, 2nd Story, 1985



Plate 30: Cottage #1, West Elevation, 1985

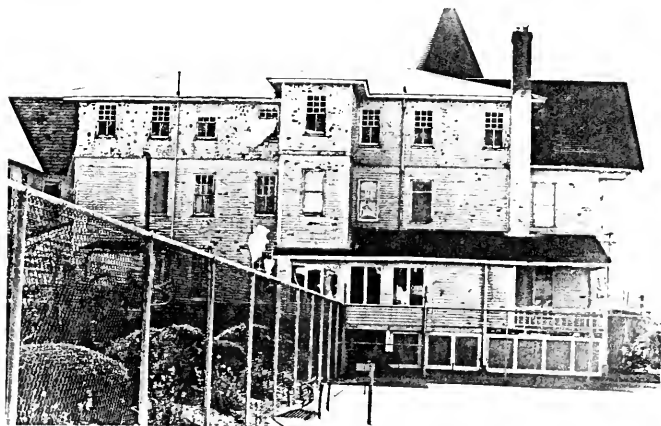


Plate 31: Cottage #1, North Elevation, 1985



Plate 32: Cottage #2, South Elevation, 1985

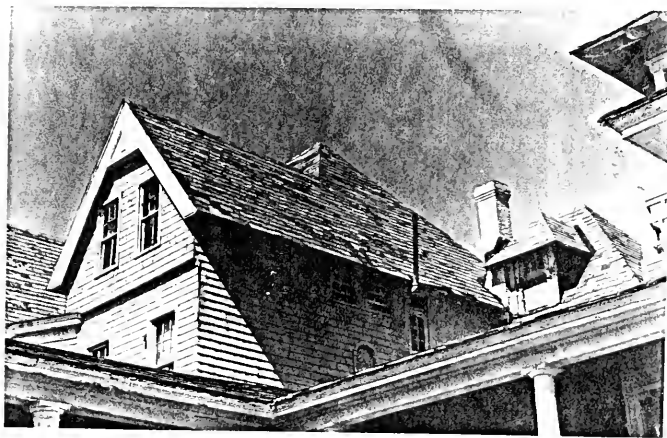


Plate 33: Cottage #2, Roof Area, 1985

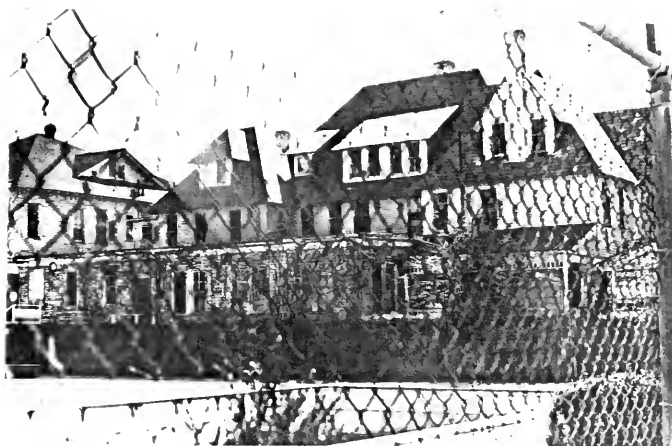


Plate 34: Cottage #2, North Elevation, 1985

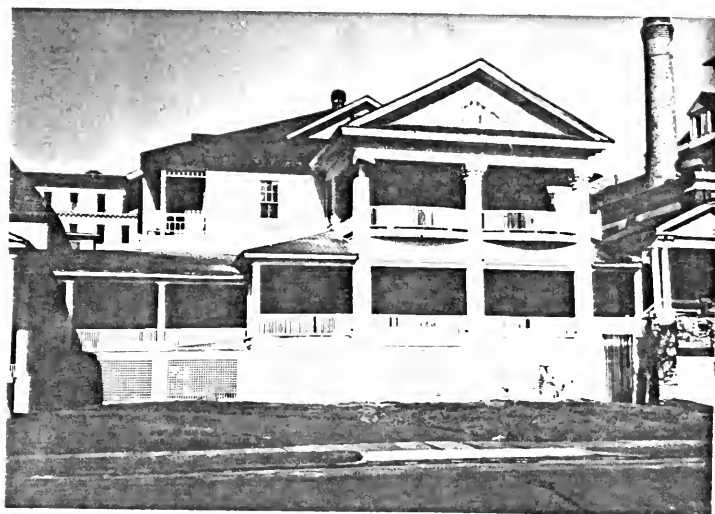


Plate 35: Cottage #3, South Elevation, 1985

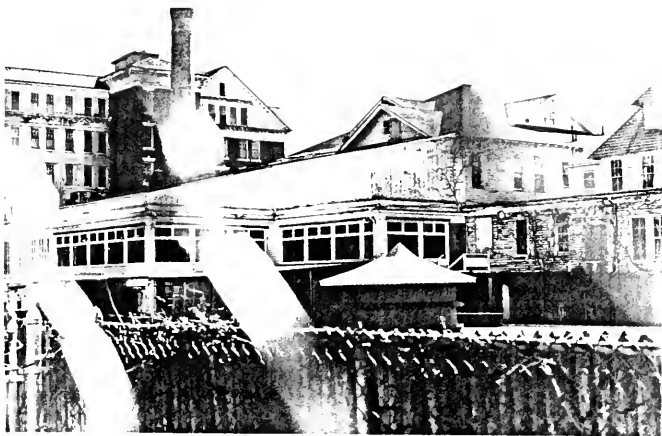


Plate 36: Cottage #3, Northwest Corner, 1985



Plate 37: Main Block, Central Portico, 1985

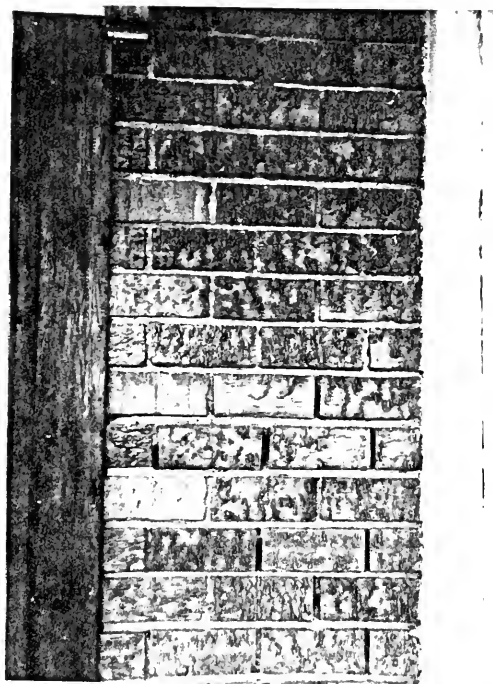


Plate 38: Main Block, Typical Brick Section,

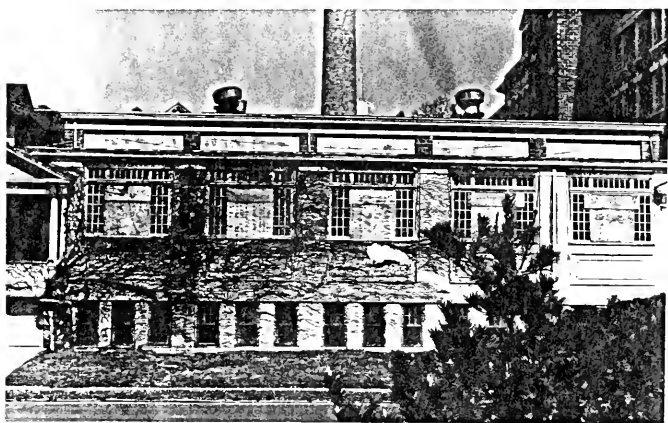


Plate 39: Main Block, Dining Room Wing, 1985

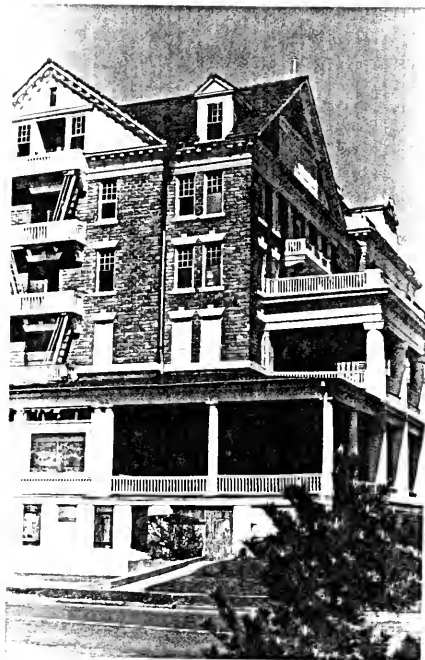


Plate 40: Main Block, Southeast Corner, 1985



Plate 41: Main Block, North Elevation, 1985

North Wing

1. substantial amount of overgrown vines on stucco and brick walls (front and rear) (Plates 42,43)
2. peeling paint on all exterior wood elements

Structurally, the hotel is in very good condition. Spring Lake Borough building inspector Robert Miller reports that it is showing signs of its age (71 years) but is structurally sound.⁵³ Miller said the roof and some of the stucco columns were in a state of deterioration several years ago but those have been repaired and nothing more serious exists.

The interior, throughout all sections, is in good condition. Peeling paint and worn furnishings are found throughout, but nothing more serious.

⁵³Interview with Robert Miller, April, 1985.



Plate 42: North Wing, North Elevation, 1985



Plate 43: North Wing, South Elevation, 1985

Recent Operations

In recent years the owner Charles Carroll has found it increasingly difficult to operate the hotel as it has been in the past. The reason for this has to do, primarily, with a change in our society's vacationing habits. Spring Lake, like most of the surrounding resort communities, experiences a heavy flow of tourist traffic in and out of town, with most of this occurring at the beginning and end of each weekend. This is a dramatic change from late nineteenth and early twentieth century practice; commonly a family would stay in a hotel the entire summer season (June through August). Today fast, convenient travel from both New York and Philadelphia is available making weekend trips more practical and frequent, resulting in an increased flow of traffic. Unfortunately, the large old hotels were not designed to accommodate a large turnover of guests and require rather large staffs to do so. Smaller bed and breakfast inns are becoming more popular, one reason being that their smaller size makes it easier to handle a rapid turnover of guests.

The Essex and Sussex, a 250 room hotel, was not designed to accommodate modern life styles and therefore must be adapted; this has proven to be rather costly. Although the hotel has had approximately a 70-80 percent occupancy rate over the past seasons⁵⁴, the number of guests who stay the entire ten week season is continually decreasing. According to hotel management the hotel is making only a small profit after expenses. Overhiring has plagued the hotel in several past seasons, a reflection of the unpredictability of today's vacationers. The general condition of

⁵⁴Asbury Park Press. October 3, 1975. Section B-3

the building and grounds, showing signs of neglect, (ie. peeling paint, missing shingles, overgrown shrubbery) is an indication the ongoing expenses cannot be met.

They have had to look into alternate means of running the business. To that end, New York architect Stephen B. Jacobs was hired to devise a plan for converting the 200,000 square foot hotel into condominiums.

This plan was developed approximately four years ago but has been held up due to opposition from local residents, some who would rather see the building demolished, and others who simply object to the idea of condominiums and want the hotel to remain functioning as a hotel. Some of those who are more inclined toward demolition believe that the hotel is not consistent with the borough's "modern image" and would prefer to see it replaced by single family homes.⁵⁵ A neighbor living across from the hotel was reported as saying that he and others in the neighborhood felt that the hotel contributed to congestion, had no historical value, and disrupted the borough's residential qualities.⁵⁶ There is also concern that some of the other hotels in town would follow suit if given the opportunity. Another concern is that the public spaces of the hotel, which now serve as a social focal point for the community, would no longer be accessible. For many years events such as weddings and large parties have been held in the Ballroom and Dining Room; not only is it one of the few places in town suited for functions of this sort, but it is certainly the most elegant.

⁵⁵Asbury Park Press. "County Planner Favors Converting Essex & Sussex". April 6, 1983

⁵⁶Ibid.

In addition to having problems from the neighbors, it appears that Carroll has also had a great deal of difficulty negotiating with the Borough Council of Spring Lake, who must issue a use variance for the property. According to reports in the Asbury Park Press, the Borough Council has a personal grudge against Carroll as the result of an "ill-tempered, name-calling confrontation" he had with the Council.⁵⁷

The most recent chain of events began in November of 1981 when Superior Court Judge Thomas L. Yaccarino had Carroll present his proposal to the Board of Adjustment to determine whether it complied with the borough's zoning plan. A zoning board hearing was arranged for December of 1981 but the board found a technical flaw in Carroll's application and would not hear the case. The board was ordered by Judge Yaccarino to hear the case but they refused, insisting it was within their rights. In January of 1982 a hearing was scheduled to determine if the board should be held in contempt of court and again Yiccarino ordered them to hear the case. The case has not yet been resolved and at this point a compromise from either side is unlikely.⁵⁸

⁵⁷Ibid.

⁵⁸Asbury Park Press. "New Clash Anticipated Over Landmark Hotel". January, 1982.

Site Analysis

Spring Lake Today

Demographics and General Information

The borough of Spring Lake occupies 1.3 square miles on the New Jersey coast and is located in the southern portion of Monmouth County. (Plate 44) In 1980 Spring Lake had a population of 4,215 and contained 1,906 housing units. According to the 1979 census the median family income was 26,437 dollars a year.⁵⁹

Present Land Use in Spring Lake

Spring Lake is almost exclusively a residential town. Exceptions to this are a small cluster of commercial buildings along Third Avenue, several churches, and a number of public properties. (Plate 45)

There is a great diversity within the building stock of Spring Lake. Many of the nineteenth and early twentieth century structures remain throughout the town. (Plates 46-52) Most of the older hotels which dominated the streetscapes remain in use, a few of which are pictured herein. (Plates 53-55) Although most of the palatial estates which once dotted Spring Lake have been demolished, two remain standing and remnants of others can be found.⁶⁰ (Plate 56) Filling in around these buildings is a variety of houses of a number of periods and styles.

⁵⁹1980 Census

⁶⁰The two remaining estates are Hoffmeister's "Allana-in-the-Pines" (102 Pitney Ave.) and Morrison's "Halbregt" (121 Louraine Ave.) Wrege. p. 40

REGIONAL LOCATION MAP

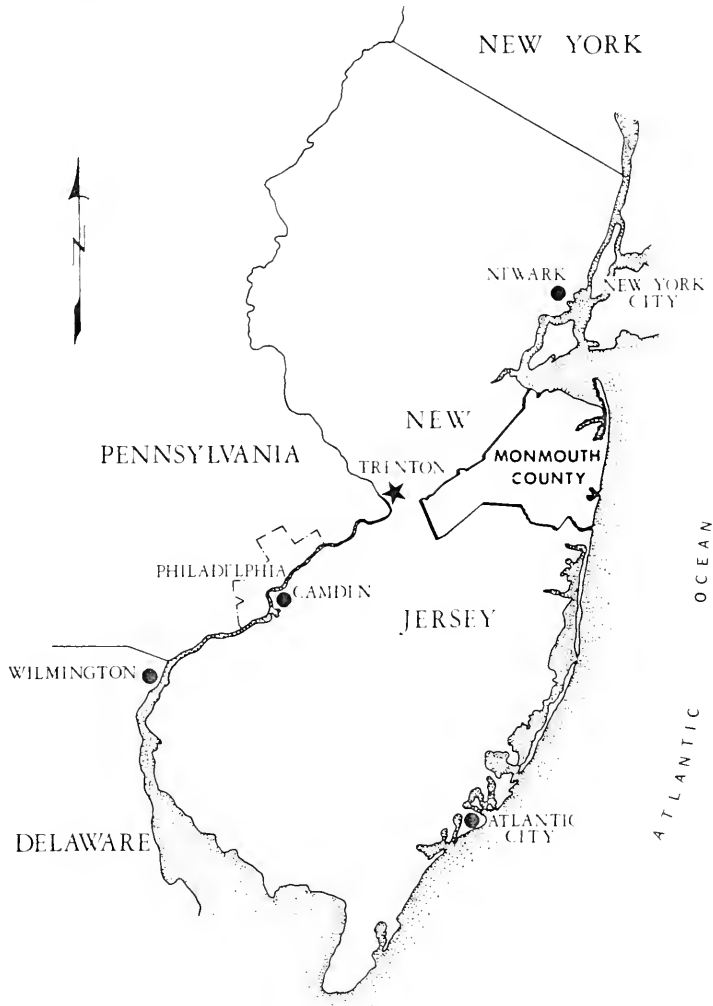
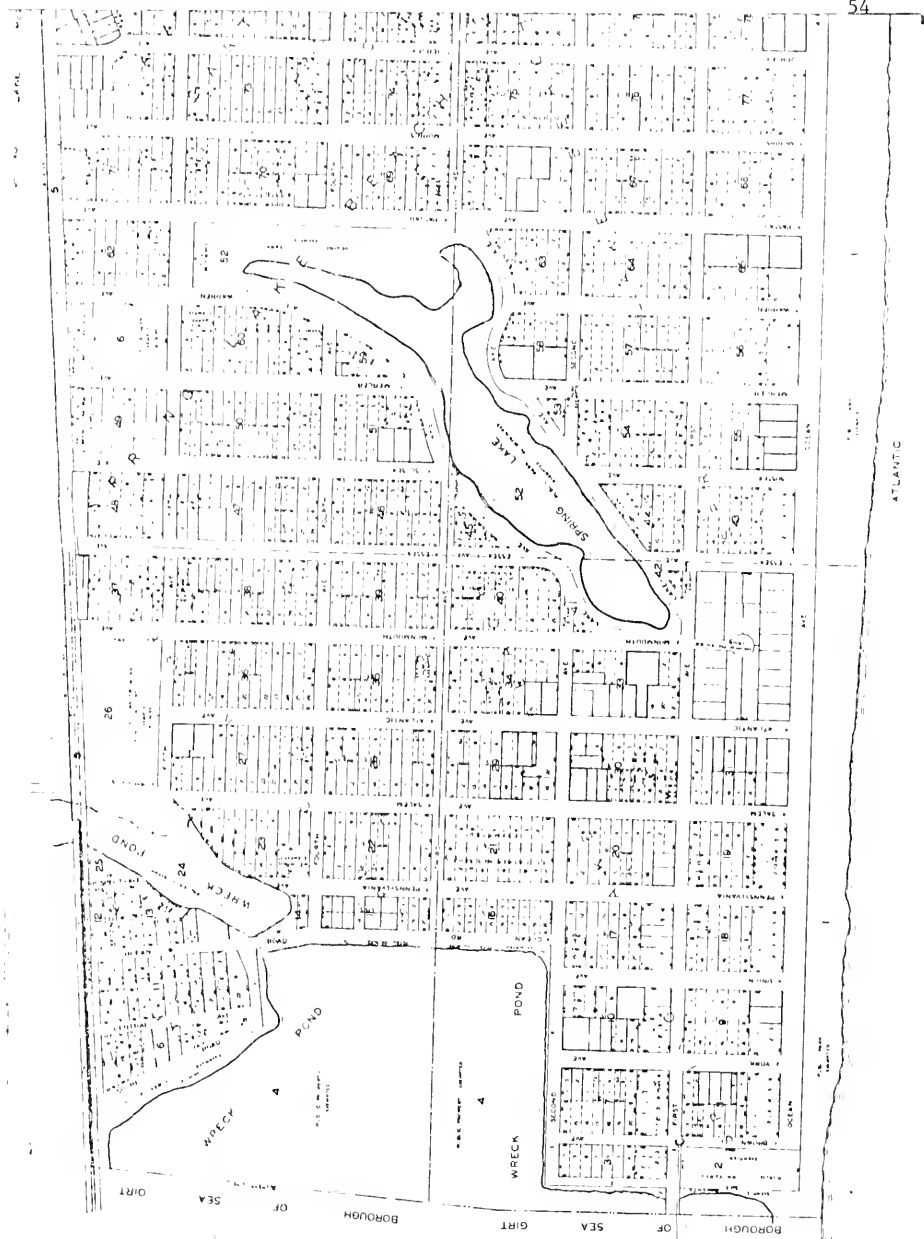


Plate 44: Regional Location Map
(Monmouth County Planning Board)



OCEAN

BOROUGH OF SOUTH BELMAR

LAKE

COMO

BELMAR OF BOKHUGH



Plate 46: 110 Sussex Ave., Spring Lake, NJ, 1985



Plate 47: 101 Passaic Ave., Spring Lake, NJ, 1985



Plate 48: 410 Passaic Ave., Spring Lake, NJ, 1985

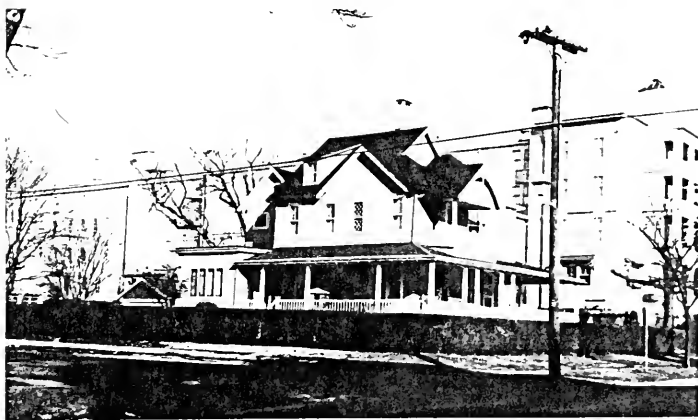


Plate 49: 116 Atlantic Ave., Spring Lake, NJ, 1985



Plate 50: St. Catherine's, Monmouth Ave.,
Spring Lake, NJ, 1985



Plate 51: 16 Washington Ave., Spring Lake NJ, 1985



Plate 52: 106 Sussex Ave., Spring Lake, NJ, 1985



Plate 53: The Breakers, Newark & Ocean Aves.,
Spring Lake, NJ, 1985

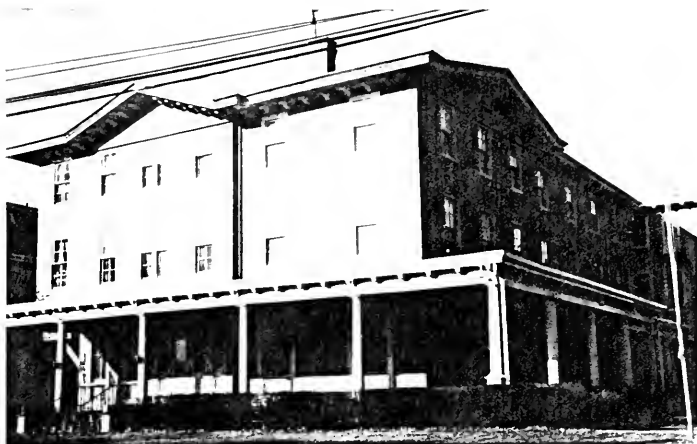


Plate 54: The Colonial, 102 Sussex Ave.,
Spring Lake, NJ, 1985



Plate 55: The Shoreham, 115 Monmouth Ave.,
Spring Lake, NJ, 1985



Plate 56: Entrance Gates, 208 Atlantic Ave.,
Spring Lake, NJ, 1985

The Essex and Sussex Site

Amenities of the Site

The most attractive feature of the hotel site would appear to be its surroundings, being situated in the heart of an attractive seaside resort community, commanding an unobstructed view of the ocean. Additionally, a private swimming pool and tennis court are also available for hotel guests. But there are also a number of other features which contribute to the desirability of the site.

1. Location and Access

Spring Lake is located in close proximity to two major cities; one and a half hours drive from Philadelphia, and less than one hour by car from New York City. From New York the Garden State Parkway brings one along the New Jersey coast to exit within ten minutes of the hotel. From the Philadelphia area one would travel the New Jersey Turnpike to Route 195, a newly constructed four lane highway which runs due east ending just a few miles from Spring Lake.

Railroad access from New York City is provided by the North Jersey Coast Line; trains leave passengers off five blocks from the hotel; Allaire Airport is located approximately five miles from Spring Lake.

2. Recreational and Cultural Facilities

Monmouth County provides a number of recreational and cultural resources adding to the attractiveness of the area:

- 19 golf courses (4 public)
- 27 miles of public beach
- Allaire State Park (2,968 acres)
- numerous park facilities (see Appendix III)
- 2 race tracks
- Garden State Arts Center
- numerous recreational boating facilities on the
Navesink and Shrewsbury Rivers and lining
Raritan Bay (including 14 yacht clubs)

3. Educational Institutions

Spring Lake is located in close proximity to several educational institutions. Monmouth College, a four year school, is in West Long Branch, approximately eight miles from Spring Lake. The Brookdale Community College, located in Lincroft, is the county college of Monmouth.

Constraints of the Site

The basic criteria for evaluating potential reuse alternatives for any structure must focus on physical and functional compatability in addition to financial feasibility. In assessing reuse possibilities for the Essex and Sussex Hotel a number of physical restraints must be considered.

1. Parking

Although parking for twenty-two cars can be provided along Ocean Avenue, these spaces must serve functions other than those related exclusively to the hotel (i.e. beach visitors and guests of surrounding residents). The spaces along Ocean Avenue are in particularly high demand because

on-street parking is limited on most of the town's other streets. Therefore, if a use for the hotel was adopted which created a greater demand for parking, additional on-site spaces would have to be provided.

2. Internal Systems of the Building

Never in its history has the hotel been open year round, resulting in several limitations of the building. If the building is to function year round the building's internal systems (including heating, air conditioning, plumbing, electrical) will have to be completely upgraded to accommodate all seasons. Currently only the large public spaces of the hotel are heated and air conditioned; it would become necessary to complete this throughout the entire building. There is also concern that plumbing and sewer lines are not substantial enough to manage increased usage, meaning not only the overhaul of the building's system but also of the street system.

3. Zoning Constraints

One of the most important considerations for reuse of the hotel is obtaining the proper zoning variance. Currently the hotel is operating as a non-conforming use in a single family home zone. All zoning variances must be granted by the Borough Council of Spring Lake, which is comprised of local citizens. A number of residents oppose any change in the building's use. As mentioned earlier, the present owner found it impossible to gain a variance for condominium conversion; therefore, it is vital that the needs and desires of the community be considered if a compromise is to be reached and a variance granted.

Financial Considerations

Regardless of the use adopted, the building will require several major initial expenditures (i.e. plumbing, heating, general maintenance), therefore, it will be in the best interest of all parties concerned to secure a user who is capable of sustaining involvement over an extended period of time. Any highly speculative ventures should not be considered; instead, a user with a sound financial base and a long-term commitment should be sought.

If a new use for the hotel is to be adopted it is vital that it be done within this year. The present tax laws are the key element in making this project feasible and, with the recent discussion of altering these laws there is no guarantee that investment tax credits for historic rehabilitations will be available after this year.

Recent Real Estate Activity

The following review of recent sale and rental activity in Spring Lake will provide insight into the relative value of property in the town.

House Sales (within the past year)

3 bedroom:	2 blocks from beach, ranch	\$295,000
	near ocean, split level	250,000
	custom ranch	295,000
4 bedroom:	walking distance to beach	375,000
	1 block from beach, cape	396,000
	Tudor style cape	189,000
	2 story colonial	169,000
	lake view	325,000
	1/2 block from beach, contemporary	299,000
5 bedroom:	unobstructed view of ocean	395,000
	cape near lake and separate cottage	425,000
	4 blocks from beach, 15 yrs. old	155,000
	ocean view, victorian	295,000
	split level, ocean view	299,000
6 bedroom:	French Provincial estate	550,000
	1 1/2 blocks from ocean, colonial	375,000
	on estate grounds	475,000
	oceanview	550,000

* House Rentals

2 bedroom:	4 blocks from beach	\$3,000/season
	1 block from beach	6,000/July
	3 blocks from beach	5,000/season
	5 blocks from beach	3,500/6-29to7-27
3 bedroom:	near ocean	3,800/6-15to7-31
	2 blocks from beach	4,500/July
	1 block from beach	5,500/7-27to8-31
	walk to beach	8,000/6-1toLabor
	house with pool	6,500/6-15to7-15

*season rentals run from Memorial Day to Labor Day

4 bedroom:	3 doors from beach	10,000/season
	5 blocks from beach	3,500/July
	1 block from beach	6,000/July
	ocean front	6,700/5 weeks
	2 blocks from beach	5,400/6-25to7-31
5 bedroom:	ocean front	6,500/5 weeks
	5 blocks from beach	8,200/8-1to9-4

Recommendations for Future Use

Alternatives

Analysis of the material contained in this study has led to the identification of several guidelines and objectives which must be closely considered and followed if a suitable use for the hotel is to be adopted. The following section outlines these points:

Guidelines and Objectives

1. Public Relations

Because such a deep animosity has developed between the present Essex and Sussex owner and the Borough Council a strong public relations program will have to be adopted if any change in use is to be granted. Therefore, in an attempt to appease local residents and the Council, a report should be compiled outlining the concerns of the public. It is vital that local representatives be involved in the planning. A package outlining the plan for reuse must then be made available to the public. Without any of this it seems unlikely that a use variance will be forthcoming. It would also be advantageous to involve Borough officials who have indicated a willingness to support a proposal that would benefit the town.

2. Operation

In order to operate successfully and efficiently it is evident that the building would have to function year round. Not only is it very hard on the building to sit each winter unbeated but it is also not

taking advantage of possible revenue which is needed for constant maintenance of the building and grounds. (One complaint of residents is that the building is unkempt and therefore an eyesore.) This again is dependent upon obtaining a zoning variance from the Borough Council.

3. Public Spaces

The hotel's public spaces, Lobby, Ballroom, Palm Room and Dining Room, should remain accessible to the public. Not only is this desirable from an Historic Preservation standpoint but it would also be required to appease local residents and it provides a valuable source of income. Again, this requires approval from the community because a year round liquor license would have to be obtained.

A number of concepts for new uses of the hotel have come to light in the course of this study. Several of these appeared to warrant further, more detailed consideration. The following is a summary of those concepts which appeared most promising and an evaluation of their feasibility.

Year Round Hotel

Perhaps the most desirable use, and one that would meet the least amount of resistance would be as a year round hotel. From an Historic Preservation standpoint it is most desirable to adopt a use which is as closely related to the building's historic past as possible.

Unfortunately, there is one overriding disadvantage to a year round hotel in this location, that being the minimal demand for winter lodging. Out of twenty-four hotels in Spring Lake only twelve are open all year. And these are typically much smaller and therefore easier to sustain.

Apartments

Although the hotel could be easily adapted to apartments, a problem, similar to that of the year round hotel, arises. It would be very difficult to find enough tenants who were willing to lease the apartments for a full year. Apartments in Spring Lake account for only a fraction of the total housing units and those that are available are primarily for summer rental.

Retirement Community

The scheme would involve providing housing for older citizens desiring an attractive area in which to retire. In recent years "communities" of this sort have become more common, in answer to a demand from elderly people who prefer to live near others. There is some question as to whether this group would be any more inclined to live in Spring Lake year round, although a substantial percentage of Spring Lake's residents are elderly.

Convention Center

With the growing number of large corporate facilities locating in Monmouth County, the need for a large, convenient meeting space is

rapidly increasing. The county is host to such corporate giants as Bell Telephone Laboratories and Prudential Property and Casualty Company in Holmdel, Perkin-Elmer in Tinton Falls, and Hovnanian Enterprises, Inc. in Middletown. (Plate 57)

The present configuration of the hotel is well suited to use as a convention facility. The first floor would remain much as it is today, with public spaces continuing to generate income. The second story would require the most renovation to provide larger spaces for meetings, lectures, etc.. The remainder of the building could continue to function as a hotel, with the conventions providing the demand for lodging. A survey of the nearby companies would be required to give a better indication of the demand for such a facility. If the demand were great enough it would certainly be worth consideration.

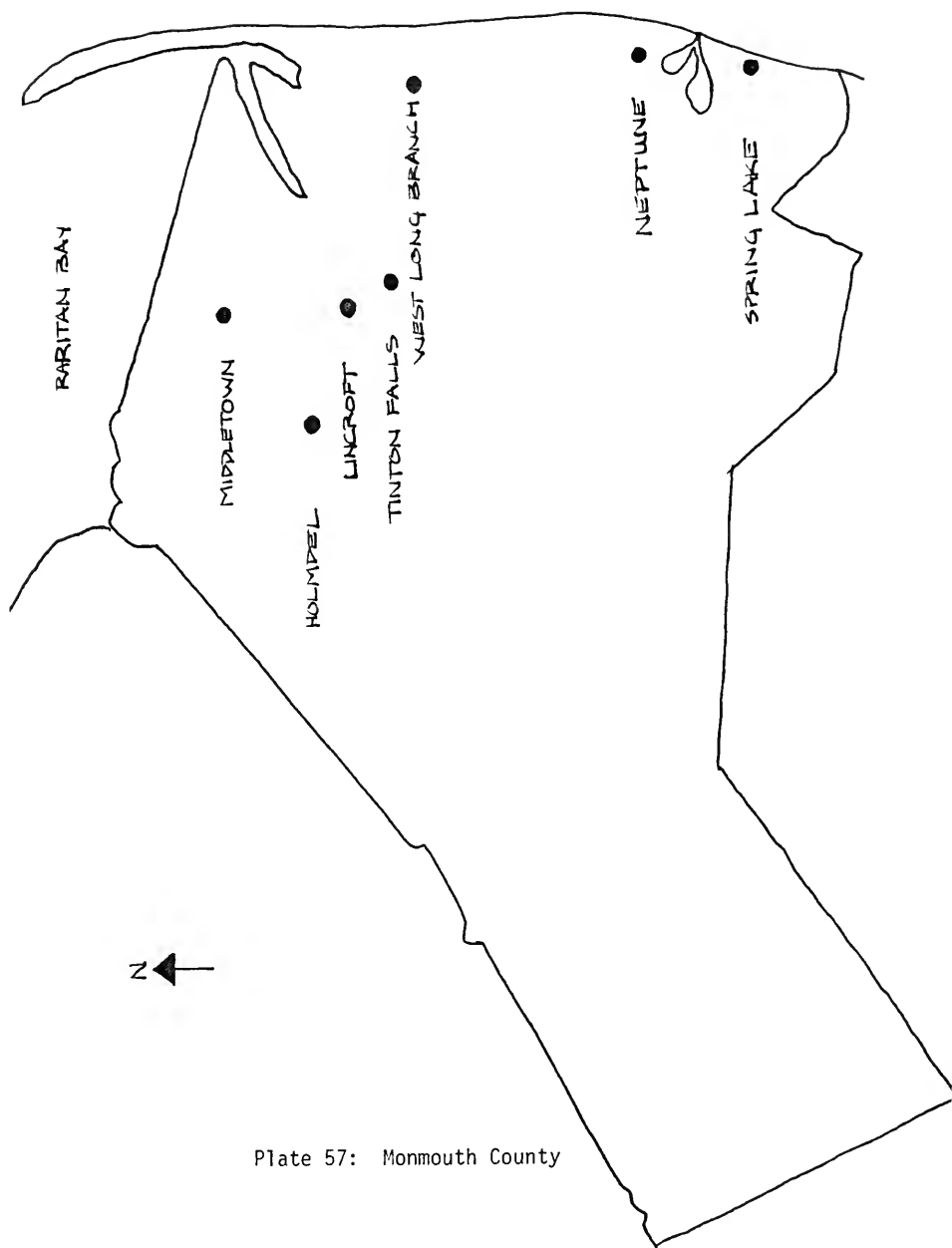


Plate 57: Monmouth County

Proposals

The two most promising concepts for reuse are highlighted in the following pages. Both of these uses would be consistent with the residential character of the property and would provide a reliable source of income which would insure future upkeep and continued use of the structure.

Condominiums

Research indicates that, by far, condominiums would provide the greatest return to the owner. If a compromise could be worked out with the community whereby the owner agreed to maintain the public spaces if condominiums could be located on the upper stories it could prove to be a very successful arrangement. The building and site are well suited to condominium units, with the exception of parking space, which would have to be increased. This would entail using some of the space on the interior of the lot, which is now occupied by a swimming pool and tennis court. (Plate 58) These could be relocated closer to the main block leaving enough space for a parking lot. Parking could also be provided around the perimeter of the building along the north, south and west elevations. According to recent calculations conversion of the hotel would increase the town's tax revenues substantially.⁶¹ With that sort of advantage it may be possible to gain support from local officials.

A conservative plan would create at least 101 condominium units in the hotel.⁶² (Drawing 3) There are presently no condominiums located in Spring Lake; local comparables are therefore not available. To assist

⁶¹Asbury Park Press. "Future of the Essex and Sussex as Hotel or Condominium Undecided". December 5, 1982

⁶²The space planning was done conservatively allowing for the largest possible condominiums, retaining as much of the historic fabric as possible, and calculated at the lowest estimated costs.

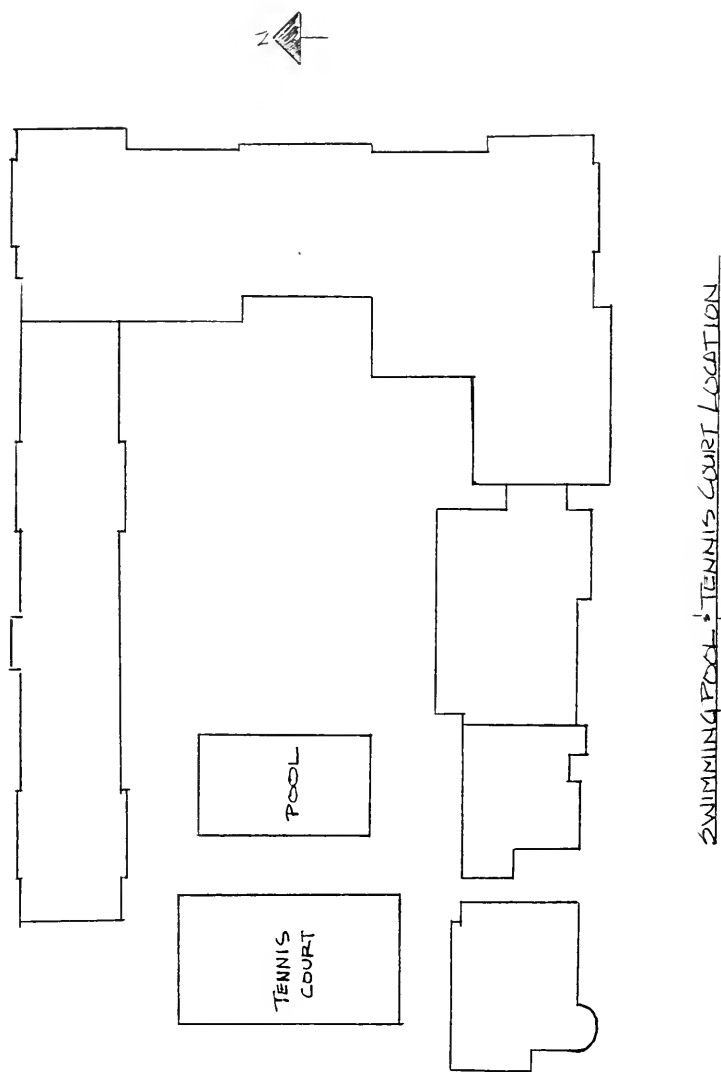


Plate 58: Site Plan

in assessing the value for ocean front condominiums in Spring Lake a study was undertaken comparing the relative sale value of houses to condominiums in surrounding towns. Findings indicate that a new condominium with the same number of bedrooms and in a compatible location as a new house (the average lot for houses is about 5000 square feet) was valued between 10 and 15 percent less. This would mean that a three bedroom condominium on the Essex and Sussex site would sell from 230,000 to 260,000 dollars, depending on their view. Realtors in Spring Lake who were consulted agreed with these projections, adding that the demand would be high.

1. The Development

The developer proposes to convert the six story, 200,000 square foot Essex and Sussex Hotel into 101 modern residential condominium units. Renovations are expected to be completed in December of 1985 and the forecasts assume the owners will take title on January 1, 1986.

2. Rental Purpose

The forecasts are based on the assumption that the condominium owners will rent their units during the entire forecast period. The forecasted tax ramifications can only be realized if the property is used for rental purposes. The property must also be held by the owner for at least five years or a portion of the investment tax credit will have to be recaptured. It is assumed that the property will not be sold during that five year period.

3. Rental Income

The developer assumes a base year rent, with full occupancy, of 1,048,599, based on the projected schedule of rents in Figure 1. Rent for the first year has been forecasted at 1,048,600. In subsequent years, 1987 on, an annual increase of 6% over the prior years rent has been assumed with a 5% variance factor for vacancy. The results for yearly rental of the 101 units are as follows:

⁶³The format for the Notes and Assumptions, and Forecasts follows that of the "New Street Commons" report, put out by Historic Ventures Inc. of Philadelphia.

1986	\$1,048,600
1987	1,111,500
1988	1,178,200
1989	1,248,900
1990	1,323,800
1991	1,403,300
1992	1,487,500

4. Lease Up Fee

The developer intends to charge the condominium owners, as a group, a fee in the amount of \$475,000 for obtaining tenants for all the units and guaranteeing rents for the first year.

5. Transfer Taxes

It has been assumed that the owners would pay a 1 3/4% transfer tax upon settlement and those would be deductible when paid.

6. Loan Origination Fee⁶⁴

The developer expects that the lending institution will charge a loan origination fee of 3% of the mortgage amount, equal to \$375,000, to be amortized over seven years.

7. Depreciation

The basis of the original shell has been depreciated using the Accelerated Cost Recovery System, introduced in the Economic Recovery Tax Act of 1981, as amended by the Tax Reform Act of 1984. Straight-line depreciation is being used to recover the basis of the shell,

⁶⁴ Assumptions made on the basis of information from Clarke and Company, Villanova, PA.

\$1,600,000, over 18 years, according to changes made by the Tax Reform Act of 1984.

Substantial rehabilitation expenditures and personal property (consisting of appliances) comprise the remaining cost. After the Investment Tax Credit Basis reduction, the rehabilitation costs will be recovered under straight-line depreciation over 18 years. Straight-line depreciation is required in order to qualify for the Investment Tax Credit discussed below. The cost of personal property will be recovered under the Accelerated Cost Recovery System over a period of five years.

The following is an analysis of the depreciable basis of the shell, the rehabilitation and personal property expenditures of the 101 condominiums.

	<u>Shell</u>	<u>Land</u>	<u>Rehab. Costs</u>	<u>Appliances</u>	<u>Total Building</u>
Cost	\$1,600,000	692,000	11,380,000	235,900	\$13,847,900
Basis Adj. for ITC			\$(1,415,000)		\$(1,415,000)
Basis for Tax Purposes	<u>\$1,600,000</u>	<u>692,000</u>	<u>9,905,000</u>	<u>235,900</u>	<u>\$12,432,900</u>

The depreciable basis for each individual owner will be a percentage of the above items based on the purchase price of each unit as it relates to the entire purchase price.

8. Interest Expenses

It is assumed that a purchaser will be able to obtain a first mortgage equalling 90% of the total purchase price, totalling \$17,200,000, which

will bear interest at 13% and self amortize over 30 years, with a balloon payment after seven years. The interest expense forecasted is only the interest payments made on the first mortgage.

9. Investment Tax Credit

The ITC is equal to 25% of the rehabilitation expenditures made by the developer prior to the time each investor actually settled on the property. The total rehabilitation expenditures are forecasted to be \$11,320,000, qualifying for the 25% credit, equalling \$2,830,000.

In order to take advantage of the ITC the rehabilitations must be "certified" which means "any rehabilitation of a certified historic structure which the Secretary of the Interior has certified to the Secretary of the Treasury as being consistent with the historic character of such property or the district in which it is located".⁶⁵

The forecasts assume that such certification will be obtained; this has been supported by Terry Karschner of the New Jersey State Historic Preservation Office.

10. Tax Savings

The tax savings are forecasted assuming the entire taxable loss shown was deducted by a person in a 50% tax bracket, the loss was fully deductible and the full investment tax credit allocated to him could be utilized in the year indicated.

⁶⁵Historic Ventures Inc. "New Street Commons". Note 13.

11. Allocation of Tax Benefits to Purchasers

Tax benefits shown in the forecast apply to the project as a whole.

The results to individual owners will depend upon the purchase price of the unit, the square feet of the unit, and what tax item is involved.

12. Project Operating Expenses

Operating expenses include the following items:

Management Fee - 6%

Miscellaneous:

- Real Estate Taxes
- Comprehensive Insurance
- Trash Collection
- Elevator Maintenance
- Utilities (Common Area)
- Water & Sewer
- General Repairs
- Cleaning & Maintenance
- Supplies
- Legal & Accounting

The forecast assumes a \$60,000 expenditure for the above items in the first year and an annual increase of 6% in the years to follow.⁶⁶

⁶⁶Based on estimated operational expenses in report by Spectrum Realty Investment LTD. on "REHAB Construction of Three Buildings" (1984). Adjustments were made for inflation and size difference.

SIZE AND EXPECTED SALE PRICES AND RENTALS OF CONDOMINIUM UNITS

UNIT #	SQUARE FEET	BEDROOMS	SALE PRICE	*MONTHLY RENTAL
100	846	2	\$165,000	\$3,026
101	1136	3	222,000	4,066
102	914	2	179,000	3,266
103	880	2	172,000	3,146
104	688	1	134,000	2,460
105	988	2	193,000	3,533
106	894	2	175,000	3,200
107	1104	3	216,000	3,946
108	690	1	135,000	2,466
109	690	1	135,000	2,466
110	1280	3	250,000	4,580
111	667	1	130,000	2,386
112	957	2	187,000	3,420
113	991	2	194,000	3,456
114	1249	3	244,000	4,466
200	846	2	167,000	3,093
201	1136	3	224,000	4,133
202	914	2	180,000	3,333
203	880	2	174,000	3,213
204	688	1	136,000	2,526
205	988	2	195,000	3,600
206	894	2	177,000	3,266
207	1104	3	218,000	4,013
208	690	1	136,000	2,533
209	690	1	136,000	2,533
210	939	2	185,000	3,420
211	685	1	135,000	2,493
212	1050	3	220,000	3,826
213	669	1	131,000	2,440
214	833	1	174,000	3,033
215	1176	3	232,000	4,286
216	1176	3	232,000	4,286
217	891	2	176,000	3,246
218	1033	3	216,000	3,766
219	990	2	196,000	3,606
220	1230	3	258,000	4,486
300	846	2	169,000	3,160
301	1136	3	227,000	4,200
302	914	2	182,000	3,400
303	880	2	176,000	3,280
304	688	1	137,000	2,593

* Monthly rent is for summer months June, July, August

UNIT #	SQUARE FEET	BEDROOMS	SALE PRICE	81
				*MONTHLY RENTAL
305	988	2	\$197,000	\$3,666
306	894	2	178,000	3,333
307	1104	3	220,000	4,080
308	690	1	138,000	2,600
309	690	1	138,000	2,600
310	939	2	187,000	3,486
311	685	1	137,000	2,560
312	1050	3	222,000	3,893
313	669	1	133,000	2,506
314	833	1	176,000	3,100
315	1176	3	235,000	4,353
316	1176	3	235,000	4,353
317	891	2	178,000	3,313
318	1033	3	218,000	3,833
319	990	2	198,000	3,673
320	1230	3	260,000	4,553
400	846	2	170,000	3,226
401	1136	3	229,000	4,266
402	914	4	184,000	3,466
403	880	2	177,000	3,346
404	688	1	138,000	2,660
405	988	2	199,000	3,733
406	894	2	180,000	3,400
407	1104	3	223,000	4,146
408	690	1	139,000	2,666
409	690	1	139,000	2,666
410	939	2	189,000	3,553
411	685	1	138,000	2,626
412	1050	3	224,000	3,960
413	669	1	135,000	2,573
414	833	1	172,000	3,166
415	1176	3	237,000	4,420
416	1176	3	237,000	4,420
417	891	2	179,000	3,380
418	1033	3	221,000	3,900
419	990	2	199,000	3,740
420	1230	3	263,000	4,620
500	846	2	172,000	3,293
501	1136	3	231,000	4,333
502	914	2	186,000	3,533
503	880	2	179,000	3,413
504	688	1	140,000	2,726
505	988	2	201,000	3,800
506	894	2	182,000	3,466
507	1104	3	225,000	4,213
508	690	1	140,000	2,733

UNIT #	SQUARE FEET	BEDROOMS	SALE PRICE	82 *MONTHLY RENTAL
509	690	1	\$140,000	\$2,733
510	939	2	191,000	3,620
511	685	1	139,000	2,693
512	1050	3	226,000	4,026
513	669	1	136,000	2,640
514	833	1	179,000	3,233
515	1176	3	239,000	4,486
516	1176	3	239,000	4,486
517	891	2	181,000	3,446
518	1033	3	223,000	3,966
519	990	2	201,000	3,806
520	1230	3	265,000	4,686
600	1176	3	256,000	3,360
<u>601</u>	<u>1176</u>	3	256,000	3,360
TOTAL <u>101</u>	<u>94,334</u>		\$ <u>19,075,000</u>	\$349,533 per month <u>\$ 1,048,599</u> per year

Figure 2

CONDOMINIUMS

COMPUTATION OF INTEREST
OF MORTGAGE

	1986	1987	1988	1989	1990	1991	1992
Original Loan					17,200,000		
Annual Interest Rate					13	dollars	
Original Term of Loan					30	percent	
Number of Payments					12	years	
Monthly Payments					152,618.16	per year	
						per month	
Summary:							
Total Payments	\$ 2,283,192.20	\$ 2,283,192.20	\$ 2,283,192.20	\$ 2,283,192.20	\$ 2,283,192.20	\$ 2,283,192.20	\$ 2,283,192.20
Interest	2,233,083.40	2,226,166.40	2,218,296.50	2,209,337.40	2,199,143.30	2,187,540.40	2,174,339.50
Principal	50,108.80	57,025.80	64,895.70	73,854.80	84,048.90	95,651.80	108,852.70

Figure 3

CONDOMINIUMS

TAX SAVINGS TO PURCHASERS IN 50% TAX BRACKET

	1986	1987	1988	1989	1990	1991	1992
Revenues:							
Rental Income	\$1,048,600	\$1,111,500	\$1,178,200	\$1,248,900	\$1,323,800	\$1,403,300	\$1,487,500
Deductions:							
Operational:							
Transfer Taxes	242,300						
Loan Origination							
Fee	73,700	73,700	73,700	73,700	73,700	73,700	73,700
Operating Expenses	50,000	53,000	56,180	59,550	63,130	66,920	70,930
Mortgage Int.	2,233,100	2,226,200	2,218,300	2,209,300	2,199,100	2,187,500	2,174,300
Lease Up Fee	667,625						
Depreciation	748,100	745,300	745,300	745,300	690,500	690,500	690,500
Total Expen.	4,014,825	3,098,200	3,093,480	3,087,850	3,026,430	3,018,620	3,009,430
Taxable Loss	(2,966,225)	(2,986,700)	(1,915,280)	(1,838,950)	(1,702,630)	(1,615,320)	(1,521,930)
Tax Savings:							
From Annual Loss	1,483,100	1,493,350	957,640	919,475	851,315	807,660	760,965
From ITC	2,830,000						
TOTAL	\$4,313,100	\$1,493,350	\$957,640	\$919,475	\$851,315	\$807,660	\$760,965

Figure 4

CONDOMINIUMS

FORECASTED STATEMENT OF SOURCES AND USES OF CASH

	1986	1987	1988	1989	1990	1991	1992
Sources of Cash:							
Rental Income	\$1,048,600	\$1,111,500	\$1,178,200	\$1,248,900	\$1,323,800	\$1,403,300	\$1,487,500
1st Mortgage	17,200,000						
Total:	<u>18,248,600</u>	<u>1,111,500</u>	<u>1,178,200</u>	<u>1,248,900</u>	<u>1,323,800</u>	<u>1,403,300</u>	<u>1,487,500</u>
Uses of Cash:							
Acquisition of Real Estate	13,847,900						
Loan Origination Fee-3%	516,000						
Transfer Taxes	242,300						
Lease Up Fee	475,000						
Mortgage Debt		2,283,200	2,283,200	2,283,200	2,283,200	2,283,200	2,283,200
Service	50,000	53,000	56,100	59,550	63,130	66,920	70,930
Operating Exp.							
Total:	<u>17,414,400</u>	<u>2,336,200</u>	<u>2,339,380</u>	<u>2,432,750</u>	<u>2,346,330</u>	<u>2,350,120</u>	<u>2,354,130</u>
Cash From Tax Savings-Figure 3	4,313,100	1,493,350	957,640	918,475	851,315	807,660	760,965
Cash excess or (required) per year after tax	21,727,500	3,829,550	3,297,020	3,262,225	3,197,645	3,157,780	3,115,095
Cumulative Pos. Cash Flow From Project	<u>\$21,727,500</u>	<u>\$25,557,056</u>	<u>\$28,854,070</u>	<u>\$32,116,295</u>	<u>\$35,313,940</u>	<u>\$38,471,720</u>	<u>\$41,586,815</u>

Individually Owned Hotel Units

The final proposal entails retaining the building as a hotel but selling the rooms to individual investors, in much the same way that condominium units are sold. This would provide for a number of desirable results. First, since the use of the building is not changing, far less would be required in the way of renovation to the units, meaning much more of the historic fabric could be retained. Expenditures would go into overhauling the present hotel rooms and restoring the public spaces to their original appearance. Second, because the building would still be functioning as a hotel, the problem of community resistance will have been eliminated; no greater demand would be placed on parking, money could go into making the exterior more attractive and more consistently maintained, and the public spaces would remain accessible. In addition, from an historic preservation standpoint it would be an ideal solution since the existence of the hotel would be perpetuated.

In order to limit the number of investors, existing hotel rooms would be grouped together into "units". A total of 72 units could be accommodated in the hotel. (Drawing 4)

Notes and Assumptions

1. The Development

The developer proposes to restore and rehabilitate the six story, 200,000 square foot Essex and Sussex Hotel, creating 72 hotel units consisting of three or four hotel rooms each which will be sold to individual investors. Renovations are expected to be completed in December of 1985 and the forecasts assume the owners will take title on January 1, 1986.

2. Rental Purpose

The forecasts are based on the assumption that the individual owners will rent their units during the entire forecast period. The forecasted tax ramifications can only be realized if the property is used for rental purposes. The property must also be held by the owner for at least five years or a portion of the investment tax credit will have to be recaptured. It is assumed that the property will not be sold during that five year period.

3. Rental Income

The developer assumes a base year rent, with 80% occupancy, of \$1,285,400, based on the projected schedule of income from hotel rooms in Figure 4. Income for the first year has been forecasted at \$1,285,400. In subsequent years, from 1987 on, an annual increase of 2% over the prior years rates has been assumed. The results for yearly rental of the 72 units are as follows:

1986	\$1,285,400
1987	1,311,108
1988	1,337,330
1989	1,364,076
1990	1,391,358
1991	1,419,185
1992	1,447,568

4. Lease Up Fee

The developer intends to charge the unit owners, as a group, a fee in the amount of \$171,200 for obtaining tenants for all the units and guaranteeing rents for the first year.

5. Transfer Taxes

It has been assumed that the owners would pay a 1 3/4% transfer tax upon settlement and those would be deductible when paid.

6. Loan Origination Fee

The developer expects that the lending institution will charge a loan origination fee of 3% of the mortgage amount, equal to \$252,000, to be amortized over seven years.

5. Depreciation

The basis of the original shell has been depreciated using the Accelerated Cost Recovery System, introduced in the Economic Recovery Tax Act of 1981, as ammended by the Tax Reform Act of 1984. Straight-line depreciation is being used to recover the basis of the shell, \$2,600,000 over 18 years, according to changes made by the Tax Reform Act of 1984.

Substantial rehabilitation expenditures comprise the remaining cost. After the investment Tax Credit Basis reduction, the rehabilitation costs will be recovered under straight-line depreciation over 18 years. Straight-line depreciation is required in order to qualify for the Investment Tax Credit discussed below.

The following is an analysis of the depreciable basis of the shell and the rehabilitation expenditures of the 72 units.

	<u>Shell</u>	<u>Land</u>	<u>Rehab. Costs</u>	<u>Total</u>
Cost	\$1,600,000	\$692,000	\$2,700,000	\$4,992,000
Basis Adj. for ITC			(337,500)	(337,500)
Basis for Tax Purposes	<u>\$1,600,000</u>	<u>\$692,000</u>	<u>\$2,362,500</u>	<u>\$4,654,500</u>

The depreciable basis for each individual owner will be a percentage of the above items based on the purchase price of each unit as it relates to the entire purchase price.

8. Interest Expenses

It is assumed that a purchaser will be able to obtain a first mortgage equalling 90% of the total purchase price, totalling \$8,400,000, which will bear interest at 13% and self amortize over 30 years, with a balloon payment after seven years. The interest expense forecasted is only the interest payments made on the first mortgage.

9. Investment Tax Credit

The ITC is equal to 25% of the rehabilitation expenditures made by the

developer prior to the time each investor actually settled on the property. The total rehabilitation expenditures are forecasted to be \$2,700,000, qualifying for the 25% credit, equalling \$675,000.

10. Tax Savings

The tax savings are forecasted assuming the entire taxable loss shown was deducted by a person in a 50% tax bracket, the loss was fully deductible and the full investment tax credit allocated to him could be utilized in the year indicated.

11. Allocation of Tax Benefits to Purchasers

Tax benefits shown in the forecast apply to the project as a whole. The results to individual owners will depend upon the purchase price of the unit, and what tax item is involved.

12. Operating Expenses

Operating expenses include the following items a management fee of 6% and other miscellaneous items. (See note 12 in previous assumptions) The forecast assumes a \$100,000 expenditure for operations in the first year and an annual increase of 6% in the years to follow.

Figure 5

SIZE, TOTAL SEASONAL RATES, AND SALE PRICES OF HOTEL UNITS⁹¹

UNIT #	ROOMS	*TOTAL RATE PER SEASON	SALE PRICE
1	4	\$22,448	\$136,000
2	3	16,836	102,000
3	4	22,448	136,000
4	4	22,448	136,000
5	4	22,448	136,000
6	3	16,836	102,000
7	4	22,448	136,000
8	4	22,448	136,000
9	3	16,836	102,000
10	4	22,448	136,000
11	4	23,184	140,000
12	3	17,388	105,000
13	4	23,184	140,000
14	4	23,184	140,000
15	4	23,184	140,000
16	3	17,388	105,000
17	4	23,184	140,000
18	4	23,184	140,000
19	2	17,480	106,000
20	4	23,920	144,000
21	3	17,940	110,000
22	4	23,920	144,000
23	4	23,920	144,000
24	4	23,920	144,000
25	2	17,480	106,000
26	4	23,920	144,000
27	3	17,940	110,000
28	4	23,920	144,000
29	4	23,920	144,000
30	4	23,920	144,000
31	3	17,940	110,000
32	4	23,920	144,000
33	4	23,920	144,000
34	2	18,400	111,000
35	4	24,656	164,000
36	3	18,492	112,000
37	4	24,656	164,000
38	4	24,656	164,000
39	4	24,656	164,000
40	2	18,400	111,000
41	4	24,656	164,000
42	3	18,492	112,000
43	4	24,656	164,000
44	4	24,656	164,000
45	4	24,655	164,000
46	3	18,492	112,000
47	4	24,656	164,000

*Season = June, July, and August

UNIT #	ROOMS	TOTAL RATE PER SEASON	SALE PRICE
48	4	\$ 24,656	\$ 164,000
49	2	19,320	117,000
50	4	25,392	154,000
51	3	19,044	115,000
52	4	25,392	154,000
53	4	25,392	154,000
54	4	25,392	154,000
55	2	19,320	117,000
56	4	25,392	154,000
57	3	19,044	115,000
58	4	25,392	154,000
59	4	25,392	154,000
60	4	25,392	154,000
61	3	19,044	115,000
62	4	25,392	154,000
63	4	25,392	154,000
64	2	20,240	122,000
65	4	26,496	160,000
66	3	19,872	120,000
67	4	26,496	160,000
68	4	26,496	160,000
69	4	26,496	160,000
70	2	20,240	122,000
71	3	21,160	128,000
72	3	21,160	128,000
TOTAL	72	<u>\$1,606,688</u>	<u>\$9,319,000</u>

Figure 6

HOTEL UNITSCOMPUTATION OF INTEREST
OF MORTGAGE

	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>
Original Loan					8,400,000		
Annual Interest Rate					13	dollars	
Original Term of Loan					30	percent	
Number of Payments					12	years	
Monthly Payments					92,920.61	per year	
						per month	
Summary:							
Total Payments	\$1,115,047.40	\$1,115,047.40	\$1,115,047.40	\$1,115,047.40	\$1,115,047.40	\$1,115,047.40	\$1,115,047.40
Interest	1,090,575.60	1,087,199.60	1,083,352.60	1,078,979.60	1,073,993.60	1,068,333.10	1,061,882.60
Principal	24,471.80	27,847.80	31,694.80	36,067.80	41,053.80	46,714.30	53,164.80

Figure 7

HOTEL UNITS

TAX SAVINGS TO PURCHASERS IN 50% TAX BRACKET

	1986	1987	1988	1989	1990	1991	1992
Revenues:							
Rental Income	\$1,285,400	\$1,311,108	\$1,337,330	\$1,364,076	\$1,391,358	\$1,419,185	\$1,447,568
Deductions:							
Operational:							
Transfer Taxes	242,300						
Loan Origination							
Fee	36,000	36,000	36,000	36,000	36,000	36,000	36,000
Operating Expen.	100,000	106,000	108,100	114,600	121,600	128,800	136,500
Mortgage Int.	1,090,600	1,087,200	1,083,400	1,079,000	1,074,000	1,068,300	1,061,900
Lease Up Fee	171,200						
Depreciation	374,300	372,900	372,900	372,900	345,500	345,500	345,500
Total Expenses:	2,014,400	1,602,100	1,602,400	1,602,500	1,577,000	1,578,600	1,579,900
Taxable Loss:	(729,000)	(290,992)	(263,070)	(238,424)	(185,642)	(159,415)	(132,332)
Tax Savings:							
From Annual Loss	364,500	145,496	131,535	119,212	92,821	79,707	66,166
From ITC	675,000						
TOTAL	\$1,039,500	\$145,496	\$131,535	\$119,212	\$92,821	\$79,707	\$66,166

Figure 8

HOTEL UNITS

FORECASTED STATEMENT OF SOURCES AND USES OF CASH

	1987	1988	1989	1990	1991	1992
Sources of Cash:						
Rental Income	\$1,285,400	\$1,417,200	\$1,488,000	\$1,562,400	\$1,640,500	\$1,722,500
1st Mortgage	8,400,000					
Total	9,685,400	1,417,200	1,488,000	1,562,400	1,640,500	1,722,500
Uses of Cash:						
Acquisition of Real Estate	4,992,000					
Loan Origination	252,000					
Fee - 3%	242,300					
Transfer Taxes	171,200					
Lease Up Fee	1,115,100	1,115,100	1,115,100	1,115,100	1,115,100	1,115,100
Mortgage Debt Service	106,000	108,100	114,600	121,500	128,800	136,500
Operating Exp.	1,223,100	1,223,200	1,229,700	1,236,600	1,234,900	1,231,600
Total	6,872,600	194,000	258,300	325,800	396,600	470,900
Cash Required From Purchasers (Sources less Uses)	2,812,800					
Cash from Tax Savings-Figure 7	1,039,500	131,535	119,212	92,821	79,707	66,166
Cash excess or (required) after tax	274,096	325,535	377,512	418,620	476,307	537,066
Cumulative Pos. Cash flow from Project	\$4,126,396	\$4,451,931	\$4,829,443	\$5,248,063	\$5,724,370	\$6,261,436

Conclusion

Although condominiums would be the more lucrative of the two highlighted proposals, the hotel units offer several more desirable results.

As discussed previously, the Essex and Sussex is the last remaining survivor of its kind on the New Jersey coast. Preservation of the structure and its spaces is, therefore, of primary concern when evaluating the reuse alternatives. To preserve, by definition, is "to keep alive, intact, in existence, or from decay"⁷². With "preservation" as the main objective, it is clear that the scheme for the individually owned hotel units is more appropriate to the existing structure and site. The condominium scheme would entail removal of most of the existing interior partition walls on the upper stories which, although it may be appropriate for some buildings, is not as desirable for this one. Renovation of the hotel units would concentrate on saving, protecting and repairing the existing building fabric.

Another important consideration, which falls under the category of preservation, is the desire to perpetuate the building's historic function, or adopt one which is closely related. It is a particularly important consideration in the case of the Essex and Sussex Hotel because the building has never been used for anything other than a hotel. Although condominiums would perpetuate residential use it would be far more desirable if the hotel could continue to operate.

In addition to the preservation concerns, a number of other factors are provided for in the hotel unit proposal. First, financially, the

⁷²Webster's New Collegiate Dictionary. (Springfield, MA: G. & C. Merriam Co., Publishers, 1960) p. 663

proposal will produce enough of a positive cash flow to maintain the building and provide a substantial profit. Second, by retaining the hotel, the character of the site and its immediate surroundings will not be altered; parking spaces will not have to be added and no change in traffic density will result. Finally, the needs and desires of the community will have been satisfied. Because the hotel has been a public focal point throughout its entire history it is impossible to ignore public opinion, particularly in a small community which is controlled by local residents.

To conclude, I would like to refer back to the title of this thesis, "Development Proposal for a New Jersey Landmark", which, after formulating my recommendations, I considered changing to "Preservation Proposal for a New Jersey Landmark", the reason being that "development" is commonly accepted as meaning to construct something new. But to develop also means "to make available or usable"⁷³ and therefore is quite appropriate for this study.

It is my hope that in the future the words "development" and "preservation" will become more commonly used with reference to the same structure.

⁷³The Merriam-Webster Dictionary. (New York: Pocket Books, 1974)
p.202

Appendix I

*Guy King Project List

- 1896 Cape Breton, Nova Scotia: Hotel
 St. Pierre, Thousand Islands: 2 cottages, boat
 house
 Phoenixville, PA: American Pipe Mfg. Co., pumping
 station & power house
 W. Logan Square, Philadelphia: adds. & alts. to
 Carl Edelman residence
- 1897 Glen Summit, PA: Harry Davidson
 residence
 Pomfret, CT: Samuel P. Harrison residence
 Trevoise, PA: William Scattergood residence
 Wilkes Barre, PA: William F. Payne residence
 Secane, PA: residence
 Philadelphia, PA: adds. & alts. to F.C. Sheppard
 residence
 Bisby Lake, NY: L. Perot cottage
 Glen Summit, PA: Mrs. Flick & H.B. Dennison
 Little Moose Lake, NY: Henry Edmunds cottage
- 1898 Fernwood, PA: H.G. Hillier residence
 Wilkes Barre, PA: adds. & alts. to W.A. Lathrop
 residence
 Philadelphia, PA: adds. & alts. to Joseph H. King
 residence
 Fernwood, DE: Fernwood Hotel (rebuilding after
 fire)
 Philadelphia, PA: Philadelphia Electric Exposition
 Co., adds. & alts.
 Philadelphia, PA: Anatolian Rug Co., factory
 Glen Summit, PA: adds. & alts. to E.W. Mulligan
 residence
 Bryn Mawr, PA: H.L. Verner residence
- 1899 Springfield, PA: Springfield Water Co., power
 plant
 Pomfret, CT: Thomas S. Harrison, summer house
 Bryn Mawr, PA: H.J. Werner, stable
 Matanzas, Cuba: Hospital
 Media, PA: The Colonia: adds. & alts.
 Philadelphia, PA: Fleischmann's Vienna Bakery,
 adds. & alts.
 Philadelphia, PA: E. Jones, office building
 Bridgeport, CT: F.S. Patton residence
 Atlantic City, NJ: Mrs. Carstairs residence
- 1901 Philadelphia, PA: Stephen Greene Co., printing
 office
 *From The Athenaeum, Philadelphia, PA. Guy King File.

Philadelphia, PA: Art Club, adds. & alts.
 Philadelphia, PA: DeKosenko Mfg. Co., foundry building
 Philadelphia, PA: Messiah Reformed Church, Sunday school
 Philadelphia, PA: John Graham, 12 residences (Logan Station)
 Sing Sing, NY: Hotel
 Philadelphia, PA: John Buchanan, 40 residences (Kensington)
 Briar Cliff Manor, NY: Hotel
 Philadelphia, PA: 12 residences (Broad & Wagner)
 Philadelphia, PA: adds. & alts. to 117-119 N. 8th St.
 Villanova, PA: S.T. Bodine, stable & adds. & alts. to residence
 Bellevue, DE: Joseph S. Keen residence
 Briar Cliff Manor, NY: Frank Presbry
 Philadelphia, PA: Evangelical Lutheran Church
 Wilkes Barre, PA: William A. Lathrop, adds. & alts. to residence
 Briar Cliff Manor, NY: Briarcliff Lodge, amusement building
 Glen Summit, PA: A.A. Sterling, stable
 Philadelphia, PA: Dr. Horwitz, adds. & alts. to residence
 Briar Cliff Manor, NY: Briar Cliff farm, stable
 Philadelphia, PA: Methodist Church, parsonage competition

1902 Mamaroneck, NY: N.Y. International Water Co., powerhouse & pumping station
 Easton, MD: Nautical Academy, school
 Bisby Lake, NY: Mrs. Stanton cottage
 Kingston, PA: Mr. Payne, adds. & alts. to residence
 Tarrytown, NY: American Pipe Mfg. Co., pumping station
 Ventnor, NJ: Mr. Richards, adds. & alts. to cottages
 Ventnor, NJ: St. John of the Sea Church

1903 Briar Cliff Manor, NY: Briar Cliff Church, Sunday school
 Philadelphia, PA: Clarence Jones & Co., bank
 Bala, PA: Dr. Simes residence

1904 Philadelphia, PA: Stephen Greene Co., adds. & alts.

1905 Richmond, VA: R.H. Lindsey, adds. & alts. to residence
 Philadelphia, PA: adds. & alts. to restaurant (141-143 S. 15th St.)

- 1907 Philadelphia, PA: William Mann Co., adds. & alts.
(529 Market St.)
Lambertville, NJ: William Mann Co., building
- 1909 Philadelphia, PA: Benjamin Hawley residence
- 1910 Philadelphia, PA: residence (Broad & Courtland)
Noble, PA: Frank D. Williams, 17 residences
Buck Mountains, PA: Alvin Markle country estate
- 1911 Washington, PA: Organic Chemical Mfg. Co., factory,
powerhouse, and office
Philadelphia, PA: Frank J. Campbell, 3 stores
Philadelphia, PA: Dr. J. Leslie Davis, adds. &
alts. to residence
- 1912 Manumuskine, NJ: Wilson Banks, 2 bungalows
Mays landing, NJ: First National Bank
Devon, PA: W.M. Wilbur, adds. & alts. to residence
Philadelphia, PA: E.T. Flood residence
Philadelphia, PA: Northern National Bank, adds. &
alts.
Glen Summit, PA: J.A. Shoemaker residence
Philadelphia, PA: M.E. Richards residence
- 1913 Wilkes Barre, PA: R.V. Norris residence
Arlington, MD: Isaac A. Oppenheim residence

Guy King & Company

- 1914 Philadelphia, PA: Jacob Strecker, adds. & alts. to
garage
Philadelphia, PA: E.A. Cush, adds. & alts. to
saloon
Philadelphia, PA: Hughes & Muller, adds. & alts.
to store
Millville, NJ: Millville Hospital
Philadelphia, PA: Guarantee Trust Co., adds. &
alts. to bank
Philadelphia, PA: Macguire, Owen & Bernard, adds.
& alts. to store
Spring Lake, NJ: The Essex and Sussex Hotel
- 1915 Philadelphia, PA: Smyser & Scott, adds. & alts. to
store
Easton, MD: Emergency Hospital
Philadelphia, PA: Godfrey S. Malm, adds. & alts.
to store
Philadelphia, PA: Masonic Temple Association,
adds. & alts. to clubhouse
Philadelphia, PA: Donnelly & Stuss, stores and
offices

Elizabethtown, PA: Free Masons, hospital building

King & Wightman

- 1916 Philadelphia, PA: John E. Sheets residence
Willow Grove, PA: Ryan Amusement Co., dance hall
- 1917 Philadelphia, PA: William S. Hitchner, adds. &
alts. to store
Philadelphia, PA: George D. Wetherill & Co., adds.
& alts. to storage building
Millville, NJ: Dr. F.R. Sheppard, adds. & alts. to
residence & garage
- 1918 Philadelphia, PA: Leighton McMullin, adds. & alts.
to store

Guy King

- 1923 Sunbury, PA: Dr. J.L.C. Able residence
Bridgeton, NJ: J.H. Ewing residence
May's Landing, NJ: cottage
Arlington, MD: bungalow
Hazleton, PA: residence
Elizabethtown, PA: Cassidy Co., office building &
stores
Pocono, PA: Dr. Judd bungalow

Appendix 11

ARCHITECTURAL DESCRIPTION: Cottage1(1881) - Southwest corner Essex & First Aves.

1. STYLE Queen Anne
2. BUILDING TYPE Hotel
3. # STORIES 3 DIMENSIONS _____ REGISTERS _____
4. FOUNDATION _____
5. WALLS: Sheathing Clapboard, staggered butt and diamond shingles
Ornamentation Half Timbering
6. ROOF: Type Hipped and gabled
Sheathing Asphalt shingles
Dormers /Cupolas _____
Details _____
7. CHIMNEYS: # 3 Location Center on roof crest, center of east elev., north elev. Materials Brick
8. EAVES TREATMENT: Lateral Plain projecting
Gable End Plain projecting, bargeboard on cross gable
9. WINDOWS: Placement symmetrical Shape Pectanqular
Sash 9/2, 6/2 Surrounds Plain wood frames
10. ENTRIES: MAIN: Location Between this and adjoining cottage Door _____
Surrounds _____
OTHERS: # _____ Location _____
Door _____ Surrounds _____
11. PORCHES/HOODS: # _____ Style/Roof Type _____
Location(s) _____
Supports _____
12. BAY WINDOWS/TOWERS: BAY: # 1 Location West elevation Stories 1
Tower: 1 Southwest corner 3

ARCHITECTURAL DESCRIPTION: Cottage2(1881) - 2nd from First Ave.

1. STYLE Queen Anne
2. BUILDING TYPE Hotel
3. # STORIES 3 DIMENSIONS _____ REGISTERS 3
4. FOUNDATION _____
5. WALLS: Sheathing Clapboard, staggered butt and diamond shingles
Ornamentation Half timbering
6. ROOF: Type Hipped and gabled
Sheathing Asphalt shingles
Dormers /Cupolas 4 shed dormers, 1 gabled dormer, and 2 hipped dormer
Details _____
7. CHIMNEYS: # 3 Location Center of roof on south elev Materials Brick
west side of north elev., and center of east elev.
8. EAVES TREATMENT: Lateral Various: bargeboard, projecting eave with exposed
rafters, and plain boxed cornice
Gable End Projecting verges
9. WINDOWS: Placement assymmetrical Shape Pectangular
Sash 6/2 Surrounds Plain wood frame
10. ENTRIES: MAIN: Location On west and east ends Door _____
of facade
Surrounds _____
OTHERS: # _____ Location _____
Door _____ Surrounds _____
11. PORCHES/HOODS: # 1 Style/Roof Type Closed veranda
Location(s) Along entire first story
Supports Doric collumns
12. BAY WINDOWS/TOWERS: # 1 Location South elevation Stories 1

ARCHITECTURAL DESCRIPTION: Cottage 3 (1881) - 3rd from First Ave.

1. STYLE Queen Anne
2. BUILDING TYPE Hotel
3. # STORIES 2½ DIMENSIONS _____ REGISTERS _____
4. FOUNDATION _____
5. WALLS: Sheathing Clapboard
Ornamentation Remnants of half timbers
6. ROOF: Type hipped
Sheathing Asphalt shingles
Dormers /Cupolas 5 triangular dormers
Details _____
7. CHIMNEYS: # _____ Location _____ Materials _____
8. EAVES TREATMENT: Lateral Projecting eaves with exposed rafters
Gable End Projecting eaves with exposed rafters
9. WINDOWS: Placement Symmetrical Shape Rectangular
Sash 6/2 Surrounds Plain wood frames
10. ENTRIES: MAIN: Location Between this and Door _____
adjoining cottage
Surrounds _____
OTHERS: # _____ Location _____
Door _____ Surrounds _____
11. PORCHES/HOODS: # 2 Style/Roof Type 2 tiered pedimented on south elevation
connected to closed veranda along entire first
Location(s) story; also small second story closed porch in
southwest corner
Supports Corinthean and Doric columns
12. BAY WINDOWS/TOWERS: # _____ Location _____ Stories _____


ARCHITECTURAL DESCRIPTION: Main Block (1914)

1. STYLE Georgian Revival
2. BUILDING TYPE Hotel
3. # STORIES 6 DIMENSIONS _____ REGISTERS 5
4. FOUNDATION Concrete
5. WALLS: Sheathing Brown rusticated brick and yellow stucco
Ornamentation Pillasters, dentilated cornice
6. ROOF: Type Hipped
Sheathing Asphalt Shinles
Dormers /Cupolas 7 gabled dormers, 1 tripart dimer, 1 cupola
Details 2 sets of balustrades on central pabilion, cross gables on north and south elevations
7. CHIMNEYS: # 2 Locations symmetrically located at north and south ends of roof crest Materials Brick
8. EAVES TREATMENT: Lateral Central pavilion - balustrade; remainder- boxed cornice with plain frieze
Gable End Dentilated pediment and dentilated cornice with plain frieze
9. WINDOWS: Placement Symmetrical Shape Rectangular
Sash 9/6 Surrounds Stone sills on all windows, stone voussior with keystone on 2nd & 3rd story pavilions, others have plain wood frames
10. ENTRIES: MAIN: Location center Door Double doors with 14 light
Surrounds fanlight above doors
- OTHERS: # _____ Location _____
Door _____ Surrounds _____
11. PORCHES/HOODS: # 3 Style/Roof Type 2, 3-tiered porticoes, 1 2-story portic
Location(s) Center and north and south ends of facade
Supports Doric collumns
12. BAY WINDOWS/TOWERS: # _____ Location _____ Stories _____

ARCHITECTURAL DESCRIPTION: North Wing (1929)

1. STYLE Georgian Revival
2. BUILDING TYPE Hotel
3. # STORIES 6 DIMENSIONS _____ REGISTERS 8
4. FOUNDATION Concrete
5. WALLS: Sheathing Brown rusticated brick, yellow stucco
Ornamentation Dentilated cornice above 5th level
6. ROOF: Type Gabled
Sheathing Asphalt Shingles
Dormers /Cupolas 2 gabled dormers, 1 cupola with sheet metal dome
Details 2 cross gables on north elev. and south elev.
7. CHIMNEYS: # 1 Location southeast corner of roof Materials brick
8. EAVES TREATMENT: Lateral Boxed cornice with plain frieze
Gable End Dentilated pediment
9. WINDOWS: Placement Symmetrical Shape Rectangular
Sash 9/6 Surrounds stone sills on all windows,
ground and first floors have stone surround with keystone as do all on the 2
10. ENTRIES: MAIN: Location Offcenter Door _____ pedimented
bays
Surrounds _____
- OTHERS: # _____ Location _____
Door _____ Surrounds _____
11. PORCHES/HOODS: # 2 Style/Roof Type Porte-cochere topped by balustrade,
3 tiered porch by a balustrade
Location(s) Porte-cochere on north elev., other on west elev.
Supports porte-cochere with Doric Columns, other with Doric
and Ionic columns
12. BAY WINDOWS/TOWERS: # _____ Location _____ Stories _____

COUNTY PARK FACILITIES

	Acreage	Activity Center	Arboretum	Boat Launch	Campground	Conference Ctr.	X Country Shing	Fair Grounds	1890 Farm	Fishing	Fitness Trail	Food Concession	Golf	Hiking Trails	Horiculture Ctr.	Mobile Arts Ctr.	Open Play Area	Picnic Area	Pottery Ceramics	Pro Shop	Raft Raft	Rose Garden	Shelter Bldg	Showerground	Shuffleboard	Stabling Pond	Stabling	Swimming	Tennis	Tot Lot	Undeveloped	Visitor Center
Deep Cut	39																															
East Freehold	60																															
Hartshorne	665																															
Holmdel	338																															
Hominy Hill G. C	183																															
Howell Park G C	309																															
Huber Tract	208																															
Mt. Mitchell Scenic Overl'k.	9																															
Pine Brook G. C.	61																															
Seven Presidents	33																															
Shork River G. C.	176																															
Shork River	586																															
Totum	385																															
Thompson	215																															
Turkey Swamp	512																															

STATE RECREATIONAL FACILITIES

WILDLIFE MANAGEMENT AREAS	Acreage	Hunting			Fishing		Boats		
		Deer	Upland Game	Waterfowl	Freshwater	Trout	Canoe Trip	Electric Only	Trailer Launch
Assunpink Watershed	5,461	L							
Imloystown Lake	30								
Manasquan River	727	L							
Turkey Swamp	2,008			L					

L = Limited

PARKS and NATURAL AREAS

	Acreage	Brick Paths	Campground	Canoe Trails	X Country Club	Hiking Trails	Nature Center	Nature Trails	Picnic Shelter	Playground	Refreshments	Sliding	Visitor Center
Allaire Park	2,968				*								*
Monmouth Battlefield Park	1,520				*								*
Spring Meadow G. C.	191												
Swimming River Nat. Area	109												

* Suitable area but not formally designated

LEONARDO STATE MARINA

SANDY HOOK BAY
MIDDLETOWN

No. of Berths	Berth Size		Facilities										
	Max. Length (ft.)	Draft (ft.)	Water	Electricity	Fuel	Ice	Laundry	Restaurant	Cocktail Lounge	Luncheonette	Party Boats	Ramp	
198	45	6	●	●	●	●	A	A	A	●	*	●	

HISTORIC SITES

Site	Location	Historic Significance
Allaire Village	Wall Twp.	Restored 19th Century iron making village.
Craig House	Freehold Boro	Typical 18th Century farmhouse; used as a Field Hospital and Headquarters during the Battle of Monmouth.
Twin Lights	Highlands Boro	Maritime Museum, Life Saving Service and Work Boat Exhibits.


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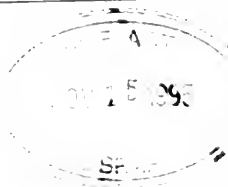
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